

LEHIGH ALUMNI BULLETIN

GREATER LEHIGH FUND
LEHIGH UNIVERSITY
BETHLEHEM, PA.

IMMEDIATE OBJECTIVE
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.....1925.

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VOLUME 12

MAY, 1925

NUMBER 8

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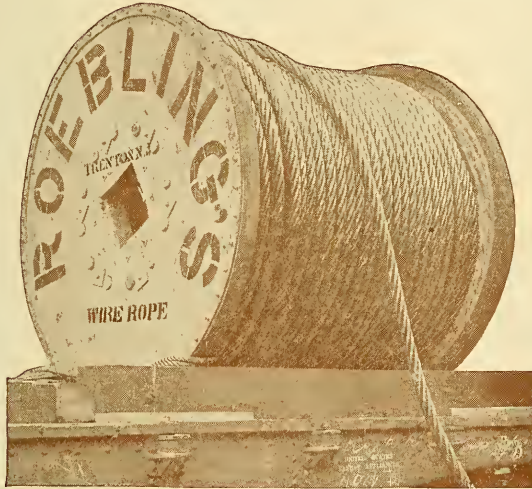
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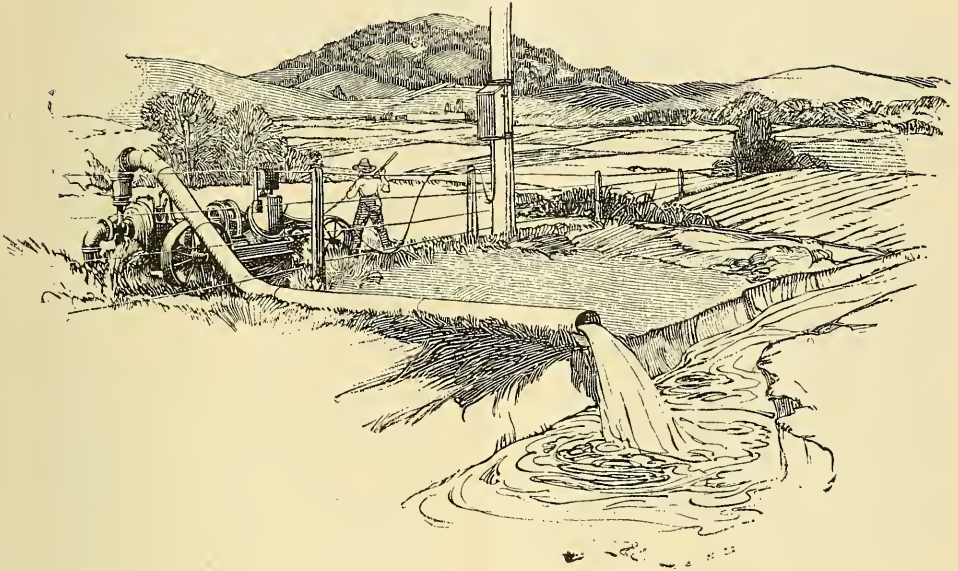
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ALUMNI BULLETIN

OF

LEHIGH UNIVERSITY

MONTHLY, OCTOBER TO JUNE, INCLUSIVE, BY THE ALUMNI ASSOCIATION, ALUMNI MEMORIAL BUILDING, BETHLEHEM, PA;

SUBSCRIPTION PRICE, \$2.00 A YEAR

MEMBER OF ALUMNI MAGAZINES ASSOCIATED

Entered as second-class matter at Bethlehem, Pa., Post-office.

WALTER R. OKESON, Editor.

A. E. BUCHANAN, JR., Asst. Editor.

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NEWS AND COMMENT

College Publicity Bureaus

A lot has been said and written about publicity for colleges and its value. Much money is spent—most of it wasted—in trying to secure a great publicity for this, that or the other college in the various newspapers. This year, in an effort to determine, at least approximately, how much newspaper space colleges were receiving in the city papers, we subscribed for a score of papers published in the most prominent Eastern cities. These we have carefully scanned cutting out every reference to any college and keeping a scrap-book, which shows the number of inches of publicity each college is getting in these newspapers of large circulation.

The results are astonishingly meagre. Outside of the space obtained on the sporting pages in the record of games played only the tiniest fraction of the news space goes to the colleges. When the expenditure of money and effort is taken into consideration the results even for the largest and best-known universities indicate that the papers have learned to protect themselves from the bombardment of college publicity bureaus. It would seem as though it would be better for colleges seeking publicity to expend their money in straight advertising, as was done by New York University in their endowment campaign. Of course the papers in the smaller towns give space to items that concern the home boys. But such items could be sent out, without the employment of a trained newspaper man or the creation of a special bureau of publicity. The office of the Dean or Registrar could easily keep a file of all the home town papers and as each issue of the college paper appears a stenographer, trained to the work, could send out items covering the boys who had won any kind of college distinction to the papers in their home towns. This kind of publicity is valuable in securing more students or more applications for admission so as to permit of a better selection if the enrollment is limited.

As to the publicity on the sporting page, you find that only the colleges in the nearby regions get much publicity in the papers in any city, with the exception that the so-called "big games" are reported far and wide. Most of this sporting page stuff the newspapers want and will pay for. If college correspondents don't supply it they will call on their local correspondent to do so. However with a trained publicity man who knows sport the space obtained by any college can be somewhat increased. This seems to be the main accomplishment of most college publicity bureaus. But even in this the smaller colleges have but little success outside their own immediate territory.

As to the value of such publicity as is obtained no one can answer. Like any type of advertising, it is hard to measure results. One thing seems certain. If a man or a corporation or a college does some outstanding thing, publicity follows as a matter of course. Therefore, if publicity is valuable to a college the first and surest step towards obtaining it is exceptional accomplishment. Failing this the college publicity bureau will have hard sledding in its efforts to justify its existence.

* * *

Lehigh Plays Host

We were very proud to act as host last month to a hundred and twenty-five men and women representing almost a hundred of the most prominent colleges and universities of the country. Alumni Secretaries and Alumni Editors gathered here from every part of the United States east of the Rocky Mountains. We had no Pacific Coast representatives, although until the last moment Robert Sibley, of the University of California expected to come. Had he been able to make the trip we then would literally have had them from Maine to California.

These men and women are the representatives of almost a million alumni, scattered all over the United States. The

editors of the Alumni Magazines have an audience of almost three hundred thousand. Alumni Magazines, being on a subscription basis, do not of course reach as large an audience as do the letters and other communications sent out by Alumni Secretaries, for these cover the whole group of alumni whether active or inactive. Just as at Lehigh, a large number of the alumni of all colleges are inactive. It is safe to say that many of the alumni of the colleges which sent representatives to Lehigh in April have never heard of our college. But I am sure they will hear of it now, for Lehigh and Bethlehem seemed to make a great impression on our guests.

The scores of letters received since the return home of the delegates are unanimous in saying that the Convention at Lehigh was one of the best (most of them say "the best") that the two associations ever held. They are unstinted in their praise of Lehigh, its beautiful campus, its wonderful Alumni Memorial Building, the historic interest of the town and the immensity of the Bethlehem Steel Plant which they say is only exceeded by Steel Company's generous hospitality. They have much to say about the hospitality of the college, and especially of the courtesies shown them by Dr. and Mrs. Richards, and the members of the faculty.

Since reading these letters I have been wondering if we Lehigh men properly appreciate our college and its setting. If these visitors familiar with the colleges of the entire country find so much to praise we surely must have a pretty decent little college. I have suspected this for a long time myself, and there are a number of our alumni who I know have a similar suspicion lurking in their minds. But a lot of alumni and undergraduates too, take what Lehigh has to offer and then "grouse" about her short comings. They accept unpaid-for services amounting to hundreds of dollars a year per man and then find fault because they are not getting three dollars worth of service for each dollar they pay instead of a paltry two for one. As to paying back the extra dollars laid out to give them an education—well their sole contribution is "I hate a college that is always begging for money."

Isn't it strange that the men who long ago paid back everything expended on them continue to give and give more generously. And the fellows who never have tried to square that debt don't even want to pay alumni dues, and let their class-mates pay for the BULLETIN, which they receive regularly. Perhaps if these chaps would get back to Lehigh occasionally, especially

in the spring, they might realize what a fine college they have, and decide to play their part in helping others to an education as they themselves were helped.

* * *

Alumni Club Dinners Next to getting men back to the campus the most awakening thing for them is to get them out to a dinner of the Lehigh Club in their district. This spring these dinners have been breaking records for attendance. The officers who are responsible for these splendid turn-outs deserve a word of praise. Their efforts are often overlooked, but "believe you me," they are doing real work for Lehigh.

One such man refused to take any credit, and said, the reason the alumni were turning out so well at the dinners was because they had all given to Endowment, and now they wanted to hear what was being done with their money. If he is right we ought to have a record-breaking attendance on Alumni Day, for they can learn a lot more about what is happening to their cash by coming back to Lehigh, than they can at club dinners. Judging from present indications we are going to have a smashing crowd back on June 5 and 6. Here's hoping YOU don't miss the big show.

* * *

Senior Class Dinner This year the Alumni Association pulled something new. The Senior class failed in their efforts to promote the usual banquet. They seemed unable to get more than a corporal's guard out to their class-meetings and were not paying their Senior class dues. In short, they were becoming disorganized. So we decided to have the Alumni Association give them a dinner and then turn it into a monster class-meeting where they could iron out their differences and express their ideas.

The plans proved a great success. A hundred and seventy Seniors attended and seemed to enjoy themselves immensely. The class was organized for its alumni activities and talked over the character of its memorial gift to its Alma Mater. Discussion of all kind was promoted by us for we wanted constructive criticism by these men who had spent the last four years at Lehigh. When they found we were honest in our expressed desire for such criticism and not thin-skinned we certainly got what we asked for. This free and frank discussion of Lehigh's problems was a mighty good thing. The Alumni organization certainly benefited by it and we hope the class did too. They are a bunch of clear-thinking chaps and all they need to reach sound conclusions is a first-hand rather than a hearsay knowledge of those most stubborn things—facts.

The Alumni extend a hearty welcome to their new comrades, the sturdy class of '25.

ENDOWMENT CAMPAIGN

NEXT YEAR IS LEHIGH'S "DIAMOND JUBILEE"—IT WILL BE THE BIG YEAR OF OUR EFFORT TO PUT OUR COLLEGE ON A SOUND FINANCIAL BASIS

IN 1926, LEHIGH will celebrate her sixtieth birthday. For thirty years after her founding—from 1866 to 1896—she went ahead by leaps and bounds. In 1896, although only thirty years old, her reputation as one of the most prominent technical schools of the country was firmly established. In fact, in the minds of many sound judges she was the dominant institution in her class. Then came the lean financial years that slowly sapped her magnificent strength and energy. In 1906 she began to hold up her head again, and under Dr. Drinker's wise financial guidance much of her strength was recuperated by 1916, the year of our semi-centennial. But the era of high prices had set in, and by 1919 we were back again in the throes of poverty. An advance in tuition, fearfully decided upon, proved to be no deterrent to those who felt that Lehigh and Lehigh only could supply the type of training desired by them. The additional funds so raised proved entirely inadequate to her needs. Then came our Endowment Drive, and coupled with an increase in student enrollment, our income has increased \$120,000 in the past two years. This sounds fine until we stop to look at our plans of two years back and find that a total increase of \$350,000 in yearly income was the figure needed—\$200,00 from additional Endowment and \$150,000 from increased enrollment. Suddenly we realize we are only started, with a long, hard road to travel.

The Old Lehigh Fight

In case you have read thus far, you perhaps sense the problem that faces us here at Lehigh in every waking hour and during many a restless night. Our alumni last year made a magnificent effort with splendid results. But then, having shown their strength, they lapsed back into the old lethargy. This is but natural, and I for one hate to disturb this well-earned rest. In fact, I'm kinda' tired myself. But Gosh! No one knows better than I do that pushing the ball to the thirty-yard line doesn't score touchdowns or win games. No matter how magnificent the stand which was made on the goal line, in the late nineties, which staved off what seemed to be inevitable defeat, the fact remains that desperate stands on the goal line don't win games. No matter how brilliant the dash during the past two years, the yardage gained is only part of that lost by the effects of the War and we are still far from the goal line. Of course we can kick about the officials and quit the field, or we can accept defeat and lie down like a bunch of quitters and let that gang of adverse circumstances shove our cowardly noses in the mud as they walk over us. But, somehow or other, I can't visualize a bunch of Lehigh men ever quitting a game that they started, or accepting defeat before the final whistle blows.

"A Gift From Every Man"

Next year must be our big year! Hundreds of men held back last year and postponed their giving until circumstances became more auspicious. There are at least a thousand loyal Lehigh men who are still out of the picture. There is another thousand who we think are loyal, but who have done nothing in the years since leaving Lehigh to indicate where they stand. Our slogan will be "A gift from every man" in Lehigh's "Diamond Jubilee" year of 1925-1926.

Of course the men who are paying on their Endowment subscriptions are already in the picture. Those who have completed payment on their Endowment pledges will doubtless make a gift to the "Alumni Fund" which will be raised each year to augment Lehigh's income. Finally come the two thousand mentioned above. They can choose between an endowment subscription or a

pledge to the "Alumni Fund." But when June, 1926, arrives and each class makes its report there must be victory and not defeat in the air.

Why An Alumni Association?

Now for a little heart to heart talk. For eight years we have labored to make the Alumni Association a success. Today we have one of the strongest organizations among the colleges. We are risking a lot in trying out this "Lehigh Plan" of yearly giving to income. Three thousand men now pay dues. Only through strenuous efforts have they been taught to do this regularly. Now we start anew and change this yearly giving from the payment of a fixed amount for dues and BULLETIN subscriptions to a variable yearly gift to income, against which gift a first charge is to be alumni dues, class dues and BULLETIN subscriptions. Will this work? No one knows. We may lose much of the ground gained by eight years of strenuous work. It may take years of hard plugging before we again reach a point of financial stability in the Alumni Association.

I can hear you ask, "Why take this risk? Why not let well enough alone?" The answer is that our Association exists only for the purpose of supporting and aiding our college. Our articles of incorporation state that the "purposes for which the said corporation is formed are * * * * the organized support of Lehigh University by the alumni." Therefore unless we can continuously and effectively give this support, there is little reason for our existence. At the moment Lehigh greatly needs the assistance of every one of her sons. The Association must spare no effort, must take any and all risks to the end that every Lehigh man recognize his place and part in painting the picture of a "Greater Lehigh."

Class Committees Needed

The district committees have done the major part of the work so far. It is now time for the classes to play their part. We will ask each class to form an "Alumni Fund" Committee and make a canvass of their class just as has been done for several years past in the matter of dues and BULLETIN subscriptions. They will have a direct interest because from this fund will come class dues to cover expenses of class activities, including reunions.

The only members of the Alumni Association who will receive bills for dues and BULLETIN subscriptions during the coming year will be those men whose Endowment pledges have still a year or more to run. All the rest will be asked to make a pledge to the "Alumni Fund." This will be the beginning and the end of the asking. Each man will have the comfortable feeling that he has done his part and that there will be no further solicitations that year. You make up your mind as to what share you can take each year in supporting Lehigh's work, stick the amount down on the pledge and put it in your budget. If you happen to have a lean year, you reduce the amount for that year. Nothing carries over. Your obligation is as fully discharged as if you had paid the full amount. If the Lord prospers you and you increase your payment for that year, it does not change your obligation for the next year. These variations should about balance and Lehigh can with reasonable certainty figure on the yearly income indicated by the face of the pledges.

Build Yourself Into Lehigh

Lehigh's "Diamond Jubilee." Not a graduate left living in the two earliest classes, '69 and '70. Only one in '71. Our College is no longer young. She is on the threshold of a new and greater career. She has made great history in the past and is preparing to carve her name still deeper on the walls of the Hall of Fame. Let us make next year the greatest of her existence. It should be a rallying year when every Lehigh man shakes his grouch, drops his selfishness, snaps out of his lethargy and proves his loyalty by some gift, large or small.

Do you ever say to yourself in the words of Cowley, "What shall I do to be forever known and make the age to come my own?" The answer is self-evident. Build yourself into Lehigh as Lehigh has built herself into you.

"OUR COMPOSITE ALMA MATER"

DELEGATES FROM CREAM OF AMERICAN COLLEGES ENJOY THE CONVENTION AT LEHIGH AND LEARN A LOT ABOUT OUR COLLEGE BESIDES THE ALMA MATER SONG

THE TWELFTH annual convention of the Association of Alumni Secretaries and Alumni Magazines Associated, held at Lehigh April 23-25, 1925, was generally acclaimed the most successful convention in the history of the organizations. Even before the letters began to come in from the representatives of more than a hundred leading colleges, telling enthusiastically of the pleasure and benefit our guests derived from their visit, we realized that the program had gone off wonderfully well, and were inclined to believe that Lehigh had made a very favorable impression on the delegates from her sister institutions.

Lehigh At Her Best

Everything conspired to make the occasion successful. The weather man gave us three beautiful spring days. April gave us the budding trees, the gorgeous profusion of magnolia blossoms. The university gave us a cordial welcome and splendid entertainment. The Alumni Memorial Building gave us the finest meeting place and headquarters that could be found anywhere. The Hotel Bethlehem, the Railroad officials, the Bethlehem Chamber of Commerce, the traction company, the taxi-cab company, and the Bethlehem Steel Company, all gave us courtesies and service that contributed materially to the pleasures of our guests.

The program for the business sessions was full of valuable information and, perhaps more important to us poor dubs who are blundering along in the often discouraging job of raising money for our respective colleges, full of inspiration. The knowledge that some younger Alumni Secretary is battling with a problem that once seemed likely to be your own nemesis but which has been long since solved and almost forgotten, brings the realization that one is making progress after all, and your ability to help the worried one by advice from your own experience is a tonic to both.

President Richards welcomed the delegates to Lehigh at the opening session, which was devoted to a series of papers and discussion on the plan of offering courses for home study to alumni, which is being tried by several of the large colleges. Experience at Amherst, Michigan, Columbia and Smith seems to indicate that there is a widespread desire on the part of graduates to continue their education.

Of course, I can't begin to report all the splendid subjects that were treated by the various speakers, but I sure wished some of you fellows could have heard Foster Coffin, of Cornell, talking about "Lost Sheep," for maybe you'd realize how much your alumni

office appreciates notification of any change in your address. Why, up at Cornell, they use every device and method known to bill collectors, Scotland Yard, credit managers to track the elusive alumnus to his latest mailing address.

The sessions of Alumni Magazines Associated were equally full of suggestions. A number of advertising experts gave valuable tips on the marketing of "space" in alumni magazines. All agreed that the magazines are an excellent medium for many advertisers, and urged standardization of rates and page size as a step toward securing more advertising. Then there was a paper on Covers and Cover Designs by J. L. Morrill, of Ohio State, which arrived by aeroplane just before the meeting, after Morrill found that he couldn't attend the meeting. (I'm wondering if he'll approve of our cover this month, although I don't care much, as long as it appeals to you.) Another timely topic was "methods of collecting over-due subscriptions to alumni magazines." I reckon you fellows figure you've been dunned for your subscription in almost every conceivable way, so I'm warning you that we've only uncovered a few of the tricks that Harold Holtz of Nebraska, has in his bag.

Social Features

President and Mrs. Richards entertained us at an afternoon tea on Friday. It was a delightful affair, and every letter that has come from our recent guests since has revealed the genuine appreciation of the Secretaries for this courtesy, and their admiration for our President and Mrs. Richards.

On Friday evening we had an informal dinner in the beautiful Fountain Room of the Hotel Bethlehem, with the inimitable "Gus" Pierrot, of the University of Chicago, as master of ceremonies. John Lomax, of the University of Texas, who announced to the great regret of all that this would be his last convention, due to a change in business, sang some of the stirring old cowboy songs which he knows better than any other living person. Gosh, I could have listened to him all night. You could almost hear the hoofs of the steers "going up the trail," as he sang. "Tubby" Sailor, Editor of the Cornell Alumni News, made a good speech. I forget what it was about but I remember that it kept everybody laughing. Four of the ladies organized a quartette and performed splendidly. Six of the men formed a sextette and were terrible, but everybody enjoyed their turn just the same because they sang (?) an Alma Mater song, written by Sailor and

dedicated to the Associations, to the tune of Annie Lyle, which is the tune of the Alma Mater song of Lehigh, Cornell and a dozen other colleges—"our composite Alma Mater, hail all hail to thee!" Pretty clever.

Lehigh entertained us at a dinner and dance in the Hotel Ball Room Saturday evening. President C. A. Buck, '87, addressed us on behalf of the Alumni Association. W. S. Hutchinson, president of the Chamber of Commerce, welcomed our guests on behalf of the city. Prof. Bradley Stoughton gave one of the cleverest and most humorous talks on "Metallurgy" that I ever heard, a pseudo-scientific "treatise" that pointed out the connection between Metallurgists and Alumni Secretaries—they both extract metals, the former from the ores of the nation and the latter from the inhabitants. Then Romeyn Berry, Graduate Manager of Athletics at Cornell, gave a humorous talk on the troubles of a graduate manager and the alumnus as a biologic specimen.

We found an opportunity for a visit to the historic Moravian buildings under the expert guidance of Mrs. Elizabeth Meyers, of Bethlehem. Our guests were extremely interested. Then, on Saturday morning the Bethlehem Steel Co. entertained us royally—showed us through the plants under the guidance of numerous officials—mostly Lehigh men—and wound up at the main office where they served us a "luncheon." As one of the delegates remarked, "if that was what the B. S. Co. calls a luncheon, I marvel that they ever earn any dividends." Needless to say, all were greatly impressed and very grateful for the opportunity.

("Buck" wrote this, so he modestly leaves out that one of the hits of the evening was his own clever "bag of tricks." However,

I've caught this omission in the page proof and I am exercising my authority and putting it in. As a magician "Buck" has few equals and as a pal and co-worker, none.)

The officers of the two associations were elected as follows:

ALUMNI MAGAZINES ASSOCIATED

President—Walter R. Okeson, Lehigh University
 Vice-President—Helen McMillan, Wellesley College
 Secretary—E. N. Sullivan, Pennsylvania State College
 Treasurer—John O. Baxendale, University of Vermont
 Editor—R. W. Sailor, Cornell University
 Directors—P. C. Tomlinson, Princeton University; R. W. Harwood, Harvard University; John D. McKee, College of Wooster

ASSOCIATION OF ALUMNI SECRETARIES

President—J. L. Morrill, Ohio State University
 1st Vice-President—Jennie Loyall, Wellesley College (Georgia)
 2nd Vice-President—Tom Garner, University of Alabama
 3rd Vice-President—J. W. D. Seymour, Harvard University
 Secretary—Laura M. Dwight, Wellesley College
 Treasurer—John O. Baxendale, University of Vermont
 Editor—R. W. Sailor, Cornell University
 Directors—Ernestine H. French, Elmira College; H. W. Rowe, Bates College; James A. Dombrowsky, Emory University; A. C. Ryan, Notre Dame University



Twelfth Annual Convention, Association of Alumni Secretaries and Alumni Magazines Associated, Lehigh University, April 24, 1925.

Program of Alumni and Commencement Events June 5 to 9, 1925

Eastern
Standard Time

FRIDAY, JUNE 5

- 12:00 M. —Meeting of Board of Directors, Alumni Association of Lehigh University.....Bethlehem Club
3:30 P.M.—Lacrosse: Toronto vs. Lehigh.....Taylor Field
7:00 P.M.—Alumni Dinner. Tickets on sale at Hotel, \$3.00..Ball Room, Hotel Bethlehem
7:00 P.M.—Entertainment for Ladies.....Hotel Bethlehem
10:00 P.M.—Calculus CremationTaylor Field

SATURDAY, JUNE 6

ALUMNI DAY

- All Day —RegistrationLehigh Alumni Memorial
11:00 A.M.—Annual Meeting, Alumni Association of Lehigh UniversityLehigh Alumni Memorial
12 to 2 P.M.—Alumni LuncheonUniversity Commons
2:00 P.M.—General Migration to Taylor Field
2:15 P.M.—P-Rade of Reunion Classes to Taylor Field.....Start from Packer Hall
3:00 P.M.—Presentation of Reunion, Active Membership and Athletic CupsTaylor Field
3:30 P.M.—Baseball: Bucknell vs. Lehigh.....Taylor Field
7:00 P.M.—Reunion Banquets:
 Class of '75.....Hotel Bethlehem
 Class of '80.....Hotel Bethlehem
 Class of '85.....Hotel Bethlehem
 Class of '89....."Arch" Johnston's
 Class of '90.....University Room, Hotel Bethlehem
 Class of '95.....Bethlehem Club
 Class of '96.....'96 Room, Hotel Bethlehem
 Class of '00.....
 Class of '05.....Bethlehem Club
 Class of '10.....Fountain Room, Hotel Bethlehem
 Class of '15.....Lehigh Country Club
 Class of '20.....Sun Inn
 Class of '24.....

SUNDAY, JUNE 7

- 10:45 A.M.—Academic Procession from Alumni Memorial Building
11:00 A.M.—Baccalaureate Sermon by Rt. Rev. Thomas Campbell Darst, D.D., Bishop of East CarolinaPacker Memorial Chapel

MONDAY, JUNE 8

- 10:00 A.M.—Meeting of the Board of Trustees.....Alumni Memorial Building
2:00 P.M.—Class Day Exercises.....University Campus
8:00 P.M.—President's Reception to Members of the Class of '25 and Their Families, the Trustees, Faculty, Alumni and Friends of the University.

TUESDAY, JUNE 9

- 10:45 A.M.—Academic Procession from Alumni Memorial Building
11:00 A.M.—Commencement Exercises. Address by Hon. Joseph Buffington, B.A., LL.D., D.C.L.....Packer Memorial Chapel

COMING BACK FOR ALUMNI DAY?

LAST CALL FOR THE BIG WIND-UP OF A BIG YEAR AT LEHIGH.
A FEW PERTINENT DETAILS FOR YOUR ATTENTION.

ALUMNI DAY,
1925,
will be the best
LEHIGH PARTY
you ever attended!
That's a PREDICTION
and a PROMISE.
Our FOOTBALL predictions
may flivver
OCCASIONALLY,
as GEORGE NEILSON, '85,
likes to remind us,
but this time WE KNOW
whereof we speak.
Class Reunions
will SET A RECORD
for ATTENDANCE
and PEP.
And there will be enough men back
at LEHIGH
for EVERY CLASS to have a reunion!
Now, they tell us it's
GOOD BUSINESS
to get the boys back
on the CAMPUS,
to keep them interested, and
MAYBE IT IS,
but to tell the truth
our REAL profit
comes from seeing a GREAT CROWD
of GREAT FELLOWS
ENJOY THEMSELVES as they can't
anywhere else but
LEHIGH,
on ALUMNI DAY.
There's a KICK
in EVERY MINUTE!
This is the
LAST CALL
to all you fellows who haven't yet
arranged to TAKE
A DAY OFF
on JUNE 6.
It's also the
LAST CALL
to the CLASSES which are
counting on a LAST MINUTE SPURT
to reach 75% PAID UP membership
and collect the BONUS.
THIS IS THE LAST MINUTE!
If you've got a spurt in you
NOW'S THE TIME
to SHOW it.

'71, '74, '78, '81, '82, '83, '91 and '95
HAVE done it.

'84, '85, '89, '94, '98, '03, '04 and '23.
WILL do it.

Almost any class
CAN do it, by
ALUMNI DAY.

Maybe you wonder
WHY

We've taken up
VALUABLE SPACE
With this CRAZY
BLANK VERSE, so
I'll tell you
WHY.

We've tried to catch
your EYE
and make you READ it
because

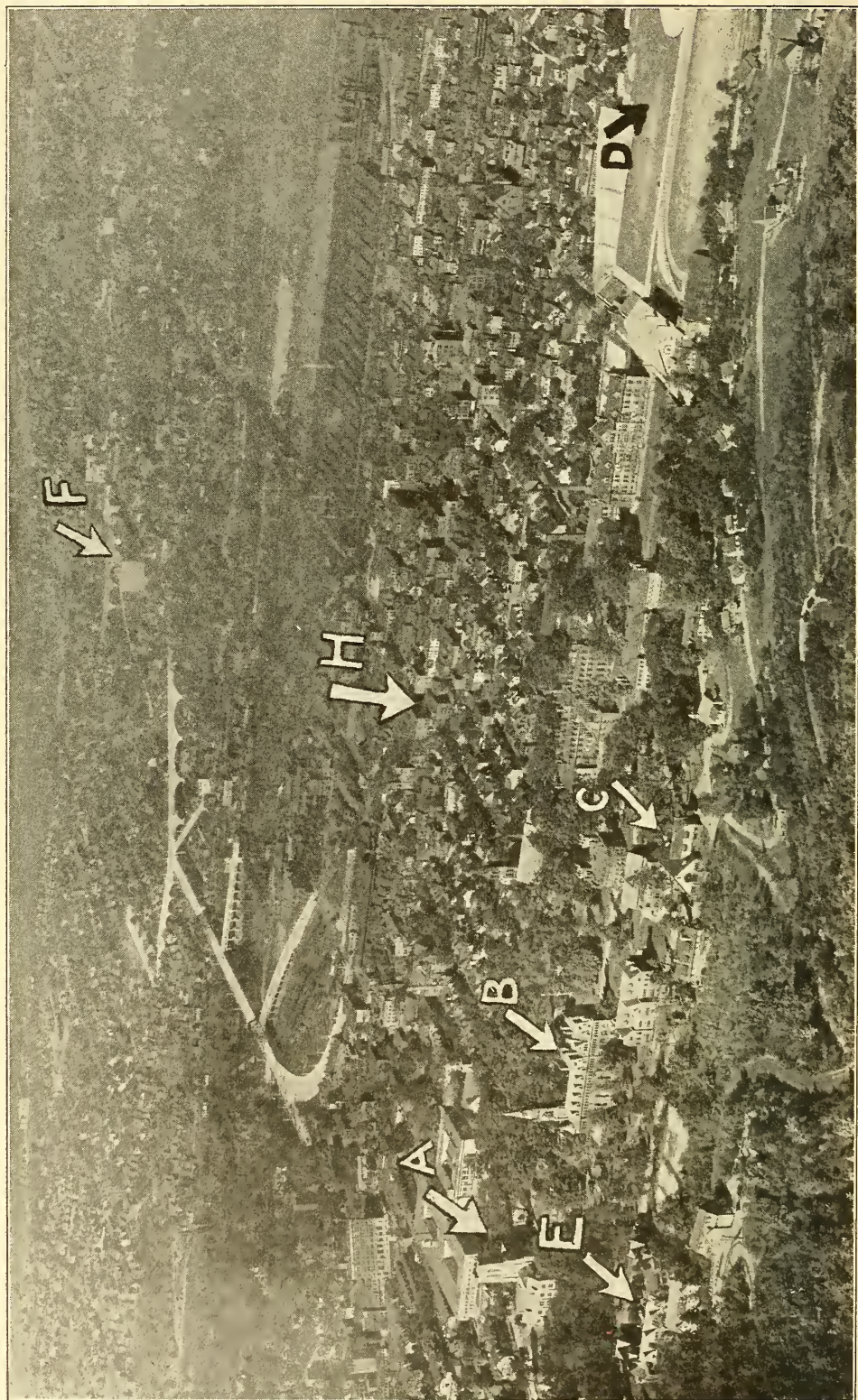
for all we know
YOU may be
one of the fellows
who REALIZED that
the COVER OF THIS BULLETIN
is also a
LAST CALL for

your ENDOWMENT SUBSCRIPTION, and
if you ARE one,
and it DAWNED ON YOU
all of a sudden
that you're just that much
BEHIND those of us who
have been scraping together
our payments, SOMEHOW,
for over a year and then
you said, SHUCKS
might as well start NOW as LATER,
and you grabbed
the SCISSORS
or PEN-KNIFE
or maybe you just
tore off the whole COVER
of this BULLETIN
and FILLED IN the pledge
and SENT IT IN,
why then, we just want
to say that
we sure ADMIRE
YOUR PENMANSHIP,
and, speaking for
LEHIGH,
WE THANK YOU.

CLASS GUARANTEE PLAN

STANDING OF THE CLASSES, MAY 10, 1925

	SCALE	Members with Addresses	Paid 1924-25 Dues	Paid 1924-25 Bulletin Subscriptions	Percentage to May 10, 1925
	0 25% 50% 75% 100%				
1869		1	0	0	0
1870		2	0	0	0
1871		2	2	2	100
1872		4	0	0	0
1873		3	1	1	33
1874		4	3	3	75
1875		6	4	4	66
1876		10	4	3	37
1877		9	5	5	56
1878		9	7	7	79
1879		5	3	3	60
1880		9	5	5	56
1881		5	5	3	88
1882		6	5	5	83
1883		25	25	25	100
1884		16	11	11	69
1885		23	16	16	70
1886		36	20	21	56
1887		43	29	30	68
1888		61	39	37	63
1889		52	38	37	72
1890		63	40	39	63
1891		45	37	36	82
1892		42	29	26	67
1893		76	46	43	59
1894		65	48	48	74
1895		111	84	83	75
1896		99	58	56	58
1897		74	47	49	64
1898		67	48	46	70
1899		49	25	23	50
1900		61	27	27	44
1901		62	38	38	61
1902		51	28	27	54
1903		90	60	59	66
1904		97	69	69	71
1905		111	60	60	55
1906		120	64	63	53
1907		124	70	68	56
1908		146	68	68	47
1909		137	72	73	53
1910		166	85	84	51
1911		123	68	67	55
1912		133	59	60	45
1913		143	67	67	47
1914		129	73	73	57
1915		127	66	64	51
1916		136	71	71	52
1917		166	84	85	51
1918		134	76	76	57
1919		143	77	79	55
1920		183	92	91	50
1921		167	101	98	59
1922		220	114	111	51
1923		250	172	172	69
1924		265	142	139	53
		4506	2587	2556	57



ALUMNI DAY

JUNE 5 and 6

Guide to Lehigh for Old Timers (if any)

To Be Used in Connection With Accompanying Photo

- A**—Alumni Memorial Building, where you will go to register and probably will meet a dozen or more of your old particular friends who came for the same purpose. You'll probably all forget to do it, in the excitement, but that makes no difference. Some building, eh?
- B**—P-Rade of Reunion Classes starts here, in front of Packer Hall, at 2.15 Saturday, so have your costume on by that time. Aw, don't be so doggone dignified—put it on; nobody will be looking at you anyway!
- C**—Free Lunch here from 12 to 2 on Saturday. Opened up specially for us, too. Say, I don't see why we always used to crab the Commons' grub—tastes darn good to me.
- D**—Hey, get in step! Want to spoil the whole P-Rade with all that crowd watching? Come on, let's make this stunt snappy,—it's most time for the ball game and I crave to see this heavy-hittin' team of ours in action.
- E**—A few vacant rooms here which we will fix up for you if you notify us promptly.
- F**—Here's where you'll find the gang Friday night. Big Alumni Dinner. Well look at who's sittin' at our class table! For the love of Mike, where did you blow in from? Hello gang! Gosh, looks like old times—almost enough for the old class yell—what d'y' say? Remember it? Let's go then,—hip, hip—
- H**—Figure this one out for yourself. Pretty good for these days, what? Sure, don't care if I do!
-

THE STAGE IS SET—YOUR CUE IS "BACK TO LEHIGH"

COLLEGE AND ALUMNI NEWS

LAFAYETTE TAKES FIRST OF BASEBALL SERIES

Lehigh Holds Her Own in Fast Company and Expects to Take Revenge in Remainder of Series

"Well Al," as Jack Keefe would say, "them Lafayette birds got away with murder" O. K. and copped the 1st game of the series. After Kirkleski, Starcher and Halstead all 3 of them got home runs off Adams I says to Baldwin, guess I better warm up huh Jim, and he says hell, what do you want to do, bust some windows down to the Steal Wks? Some kiddo, hay Al? He knowed nobody couldn't throw no baseball that far, even me."

From which you may infer that we're not shedding any tears, even though we did get the short end of a 6 to 4 score in the first game with Lafayette. For it was a cracking good game with our boys doggedly trying to overcome the Eastonians 5 to 0 lead of the third inning. Even in the last half of the ninth, nobody left his seat, for there were enough Lehigh runners on base to win the game if somebody could only have poled out a three-bagger. And that was the story of the whole game—plenty of hits but not when they were needed. To give credit when credit is due it should be recorded that Yeisley, of Lafayette, pitched steady ball. Adams was taken out in the sixth, and replaced by DuBois, who was going strong when he wrenched his knee and was forced to withdraw. Adams was again sent to the hill and finished the game with air-tight ball striking out three men in the eighth.

The line-up for this game is the same that has been used all season. Captain Adams is equally at home in center field or on the mound. "Dixie" Walker is a good reserve pitcher or right fielder and "Jack" Hayes can fill in at center or right field with equal ability. "Honey" Lewin is used as a pinch hitter and plays right field.

LEHIGH						
	Ab.	R.	H.	O.	A.	E.
Hayes, cf, rf	5	1	1	1	0	0
Rice, 2b	5	0	0	3	2	1
Prior, 1b	4	1	3	9	1	0
Hess, lf	5	0	0	2	1	0
Nevins, c	5	0	1	6	0	0
Ambler, ss	5	1	3	2	3	0
Walker, rf	2	0	0	0	0	0
DuBois, p	1	0	0	1	0	0
Merrill rf	1	0	0	0	0	0
Mell, ss	4	1	2	1	7	0
Adams, p, cf	3	0	2	2	4	0

Totals	39	4	12	27	18	1
Lafayette		023	010	000	—	6
Lehigh		001	000	111	—	4

For the rest, the team has held its own, taking defeats at the hands of Penn, Muhlenberg and Boston College, but humbling Rutgers, West Point, Brown and Seton

Hall. The Penn game was hard to lose, for our club had come up from behind a 4 run lead by tying the score in the first half of the ninth and after holding the Red and Blue scoreless for 5 innings. But a last minute batting spree sewed up the game for the Quakers in the prescribed number of frames.

On their northern trip the boys opened at West Point and drove three Army pitchers to the showers while Walker held the soldiers safely through nine innings. After a lay-off of a day, due to rainy weather, the Brown and White struck a snag at Newton, when the Boston sluggers turned the tables and batted out a 14 to 2 victory over Lehigh. They duplicated Lehigh's feat of Wednesday of collecting fifteen safe blows, including four home runs and a pair of doubles. The Lehigh batsmen garnered nine hits, but Carroll, the pitching ace of the home team kept them well scattered and but two runs resulted. Nevins was the only wearer of the Brown and White to secure an extra base blow when he doubled. The final game of the trip was played at Providence with Brown, and was a pitcher's battle between Adams and Neubauer, the latter losing out by a couple of wild pitches that put Rice on first and later let him slip home.

In the fracas with Muhlenberg, Ziegenfuss, the visitor's pitcher kept our nine hits scattered, and while his own teammates only registered eight hits they were bunched so as to count up when he stepped up with the bases full and won his own game with a screamer out into left center for a circuit trip.

SCHEDULE		Opp. L. U.	
April 8—	Princeton	8	1
April 9—	Univ. of Maryland	6	4
April 10—	Marines	Rain	
April 18—	Pennsylvania	5	4
April 22—	Rutgers	1	5
April 25—	Muhlenberg	5	3
April 29—	Army	5	10
April 30—	Union College	Rain	
May 1—	Boston College	14	2
May 2—	Brown University	2	3
May 6—	Seton Hall	6	13
May 9—	Lafayette	6	4
May 12—	Ursinue, at home.....	1	11
May 16—	Lafayette, away.		
May 20—	Villanova, at home.		
May 23—	Lafayette, at home.		
June 6—	Bucknell, at home.		

LEHIGH EVENS THE SERIES

A seventh inning rally in which the team drove in 8 runs, put the second game of the Lafayette series in the victory column by a score of 9 to 5. The game was played in Easton on May 16, while this BULLETIN was being printed.

STICK WIELDERS DOWNED BY CHAMPION MEDICOS

Johns Hopkins and Maryland Too
Good for Our Lacrosse Team in
Early Season Games

LEHIGH'S hopes for the flag in the Southern Lacrosse League went glimmering when the two most dangerous contenders demonstrated superior skill with the sticks and Hopkins left Taylor Field with a 3 to 2 victory while Maryland celebrated a 5 to 3 win in their own yard. Of course, when these two crack teams clash, one of them must drop back, but Lehigh can only come back by possible defeats for her two conquerors at the hands of weaker league teams.

Stevens was fighting against a comfortable Lehigh lead throughout the game, and won the crowd by their game scrap.

In the opening minutes of play Stevens looked most threatening. Bachman, the best man on the visiting team, opened the game with a pretty shot past Morgan and Schwimmer. Morris Smith soon after evened the score, until Matrin came through for Stevens, registering a second point. Almost immediately, Robinson added one for Lehigh. It was at this point that Stevens gave way before the resistless advance of Capt. Groner, Robinson, Widdowfield, Lister, Smith and Pakenham. The next two points were contributed by Captain Groner in rapid succession, and Lehigh held the lead thereafter, in spite of a spirited rally by the visitors in the second half.

The battle with last year's champs was hard fought and close. The outstanding star of the game was Lehigh's "in home", Pakenham. The ball was kept in Hopkins territory during most of the first half, but Lehigh was able to get only one tally through the strong Hopkins defense. The doctors took full advantage of their opportunities and of Lehigh's ragged defense. The second period dragged without change in the 3 to 1 score until five minutes before the whistle when Captain Groner called time out. Our boys resumed the game with renewed spirit and quickly scored a goal. The second tally which would have tied the score was only prevented by the whistle. Too bad you didn't talk to them a little sooner, Steve.

The University of Maryland game was played at College Park, Md., on a muddy field, which tired out the players toward the end of the game. It looked like a Lehigh victory for a time after the start because the ball was kept in the opponents' territory a large part of the time. The game was not many minutes old when M. Smith dented the rival's goal for the initial counter of the game, giving Lehigh a short-lived lead, this being the only time during the game the Brown and White players were ahead. This score seemed to rouse considerable spirit in the Marylanders and they retaliated with three goals before the

half ended. Scoring in the second period was evenly distributed.

Determined to break the jinx which had followed them in the last two games, it was a spirited team that took the field for Lehigh at Swarthmore. The game was less than five minutes old when "Maury" Smith dented the net for the first counter. With the ice broken, Lehigh commenced to roll up points, and the first half ended with the Brown and White leading 5-0. The defense and attack was working with machine-like precision. On the defense, "Jimmy" Law, "Art" Green and "Cy" Morgan made an impenetrable bulwark. The success of the attack was due to the mid-field work of Smith, Fullard, Groner and Robinson.

This was the first away-from-home lacrosse game Lehigh has won for three years, and the boys say that the jinx is broken.

LEHIGH'S LINE-UP

Schwimmer	goal
Gruhn	point
Morgan	cover point
Stephens	1st offense
W. Smith	2nd offense
Fullard	3rd offense
Groner	center
Robinson	3rd attack
Wardell	2nd attack
M. Smith	1st attack
Pakenham	out home
Lister	in home

Substitutes: Roberts, Widdowfield, and Law.

SCHEDULE

Opp. L.U.

April 15—Syracuse	4	2
April 18—Stevens	5	8
April 25—Hopkins	3	2
May 2—U. of Maryland	5	3
May 9—Swarthmore	1	7
May 16—Mt. Wash., at Baltimore.		
May 23—Univ. of Penn., at Phila.		
June 5—Toronto.		

Track Team Surprised by Rutgers at Penn Relays

The track team has taken decisive defeats at the hands of both Lafayette and Rutgers although the team as a whole is probably a little better than the average Brown and White field aggregation. The relay team which carried our colors in the Penn Relays also bowed to the Scarlet sprinters from the banks of the Raritan, although it is one of the best quartets of quarter-milers turned out at Lehigh for some years. Gisriel, a promising performer in discus and shot events had an off day and disappointed by landing in fifth place.

The dual meet with Lafayette resulted in a score of 81 to 45 against us and Rutgers did even more damage to the extent of 89 to 37. Allen in the hurdles, and high jump, Gisriel in the discus and shot put and Captain Croll in the quarter and sprints have been our most consistent scorers thus far this season.

Tennis Team Feels Loss of Mercur

The Lehigh tennis team lost its first encounter of the season when the strong Philadelphia College of Osteopathy netters travelled to Bethlehem and annexed a victory by capturing four of the six matches. Although pushed at times, the visitors, led by their anchor man, Carl Fischer, former intercollegiate champion and number 8 in national rank two years ago, managed to eke out a well-deserved victory.

Pennsylvania also took our measure on April 25 by dividing the singles matches evenly, but annexing all the doubles. Score 5 to 3.

Princeton, Dr. Carothers' alma mater, handed his proteges their worst reverse of the season, one singles match won by Miller being the only thing that saved us from a whitewash. The Tigers showed the flashiest tennis our boys have yet encountered.

But every cloud has a silver lining and on May 2 the team beat Lafayette 4 to 2 at Easton by dividing the singles matches but taking both doubles—the first time this season that any of our couplets won a match game.

Two more wins followed the next week, first over the cadets at West Point on May 6 and then over George Washington in Washington.

The streak came to an abrupt end at Annapolis, however, on May 9, when the mid-dies took all but two matches, namely, the singles won by Miller and by Liversidge.

Of course, the team misses Fritz Mercur as an anchor man. There has been close competition for varsity berths. Coach Carothers having switched his candidates frequently, as their games varied. The mainstays of the team, however, are Captain Lawall, Koegler, Miller, Hagenbuch, Trumbull, Liversidge and Doty.

Autographed Copy of Reni-Mel's "America" Presented

Lehigh is the proud recipient of a handsome reproduction of Reni-Mel's great painting, "America," bearing the artists autograph and richly framed, ready to hang in the Memorial Building. The picture was presented by Gordon Bishop, '17 and F. E. Portz, '17.

The painting shows a dough-boy supporting a wounded poilu, and is, of course, symbolic of America's part in the World War.

While this picture was being exhibited in Paris in 1919, President Wilson visited the gallery and later wrote to Reni-Mel, expressing his appreciation of this evidence of thoughtful friendship between two nations. In Paris, in May, 1922, the French Government, through Marshal Foch, presented this extraordinary painting to the American Legion, Ambassador Herrick accepting the painting.

"RUSSIAN AROUND"

The 1925 Mustard and Cheese Show Eclipsed All Previous Produc- tions of Its Kind

T MIGHT just as well have been called Turkish Bath, Greek Restaurant or French Pastry, for it was just a "melange of music, merriment, mirth and mimicry," as the bill boards say. That's not strictly true either, for there was a mysterious Russian princess and some Russian dancers in red boots 'n everything, and H. B. Miller sang the Volga boat song,—sang it beautifully, too, by the way. But from the time the curtain went up on the really beautiful scene in St. Moritz, Switzerland, (built and painted in Drown Hall entirely by students) until the Alma Mater brought off the wigs the Liberty High School Auditorium was in a continuous uproar of laughter and applause.

The show was opened the previous night in Wilkes-Barre and was enthusiastically received. The home show, on April 25, was a "wow"—that's the best word.

Probably the best bit was a digression, laid in the drawing room of the Imperial Palace of Versailles. The court singers had just concluded a "heavy" number; the ladies in waiting sat primly around in pompous dignity; a liveried lackey announced the approach of Josephine, Empress of France, and the noble lady swept grandly down the magnificent stairway. It was impressive and the audience was awed to silent attention. A fanfare—the lackey again—"Napoleon Bonaparte, Emperor and First Consul of France!" And the great general appeared at the top of the stairway, paused to regally survey his subjects ranged respectfully below and started down the steps—which suddenly collapsed and shot the emperor headlong into the center of the stage and into as funny a burlesque as you ever saw. Kroman, '27, as the Empress (he was also the Princess Marie, mentioned above), Dorton, '25, as "Nap", and Colclough, '25, Koegler, '25, and Mumford, '28, kept the audience convulsed with the embarrassment of the Emperor over his queen's excessive popularity.

The girls of the cast were exceptionally good, Broads, '27, making an ideal flapper. The chorus, thanks to six months' steady coaching by "Jimmy" Morris, '26, was splendid—none of the awkward, hopping, ballet dances of former years, but a genuine, graceful complement to the musical numbers by the cast, just enough in evidence. The costumes were striking and varied for they ran the gamut from Swiss peasants to Russian soldiers.

Musical numbers composed entirely by undergraduates as was all the rest of the show, were numerous and tuneful. George Koegler, '25, singing "Ich Muss Mein Bier Haben," tickled the audience about as much as any, but "Alice, My Own," "I'm in Love With You," and "Give Me a Kiss," were all the kind of songs that you hum for days aft-

erward. A Hawaiian trio furnished an excellent interlude and the orchestra—all students of course—was a corker.

As I write this I realize that the majority of readers (if any) will discount my enthusiasm for the Mustard and Cheese show and believe that it's just printed to make the boys feel good. Well, I don't blame anybody who hasn't seen a Mustard and Cheese show in the past three years for being skeptical, but the fact is that our boys have put on three successive shows that any Lehigh man would be proud to have play in his home town. Wilkes-Barre tried it, and their testimonial is printed in this issue under club news. We're really missing a splendid opportunity to attract valuable attention to Lehigh if we don't help the boys to book out-of-town engagements with productions of the calibre of "Russian Around."

Rafael Sanchez Aballi, '98, Named Cuban Ambassador to U. S.

Rafael Sanchez Aballi, '98, waits only the accession on May 20, of General Gerardo Machado, President-elect of Cuba, to assume the office of Cuban ambassador to the United States. Semi-official reports of his appointment, mentioned in the last issue of the BULLETIN, were confirmed by the following letter, written just before he left Cuba for Washington:

Havana, April 19, 1925.

Dear Okey:

These lines will probably be a surprise, but I wish to inform you I am going up to the States with General Machado, our President-elect on a visit to Washington and New York.

I am proud to say that I am to be Cuba's next ambassador to the States. A great honor and distinction to me, and as a good son, wish my Alma Mater to rejoice in my success, as to her is due a great part of it.

Will be in New York after the 18th at the Plaza Hotel where, with true Lehigh spirit will welcome you all.

Always yours, sincerely,

"FATTY" SANCHEZ, '98.
R. F. SANCHEZ ABALLI.

Seems queer to have a distinguished diplomat and statesman sign himself as "Fatty," doesn't it? Nevertheless, that's what he'll always be to his Lehigh contemporaries—good old Fatty Sanchez, and he'd be the last one to wish it otherwise.

The new ambassador has not been active in Cuban politics lately, but he is a close friend of President Machado, a well-to-do sugar planter, and a man of affairs. His family is one of the most distinguished in Cuba.

President Richards Honored by Scientists

Dr. Charles Russ Richards, President of Lehigh, has been appointed vice-president of the American Association for the Advancement of Science and Chairman of the Engineering Section of the Association.

"New York Times" on Mrs. Bowen's History

Attention is called to the following notice of Mrs. Catherine Drinker Bowen's "History of Lehigh University," which was published first in serial numbers in the Alumni Bulletin and then as a book, by the BULLETIN. Copies can be had at the University Supply Bureau or at the Alumni rooms in Alumni Memorial Hall, and it would be wise to secure a copy before the edition is exhausted. The book is sold at cost, \$1 per copy, and every Lehigh man should have it, with its record of Lehigh, past and present.

From the "New York Times" Book Review, May 3, 1925.

A History of Lehigh University. By Catherine Drinker Bowen. illustrated, 105 pp. Bethlehem, Pa., Lehigh Alumni Bulletin.

Not often does the story of an educational institution get itself told with such downright humanity, such frank understanding of mass of young life for whose benefit it exists, as give color and vitality to this account of the birth and development of Lehigh University. Perhaps that is because its author is still young and because most of her life has been spent as a sympathetic onlooker from the edges of the campus, first as the daughter of the university's President and now as the wife of a Faculty Member. At any rate, she has written a richly human document that "old grads" will read with pleasure and those of more recent times will prize for its varied lore of their Alma Mater in former years. Mrs. Bowen takes up its story in each of its important phases and tells of its beginnings, its academic and social life through both its early and later years, its relations with the Bethlehem Steel Company and with the town. Athletics, physical education, departments and courses, student and alumni bodies, the honor system, student self-government methods and other matters of consequence in university life are touched upon.

Dad's Day Proves a Great Success

The boys thought it up and arranged all the details themselves. Nearly two hundred "dads" of undergraduates spent Saturday and Sunday, May 9 and 10 on the campus with their sons. There were quite a few mothers too, and all the parents seemed to enjoy greatly the opportunity to meet members of the faculty and to get acquainted with their sons' friends and college surroundings. Classes were suspended for the day and the visitors spent the morning seeing the campus and chatting with faculty members. Luncheon was served for them in the Commons, and several speakers acquainted them with various phases of University activity. Then came the ball game with Lafayette and that evening, the Faculty Dramatic Club's play, "Dulcy" which was excellent.

The lively interest shown by the parents, the good time "dad" had, chumming around with "the kid" for a couple of days, and the number of prospective students who were swung toward Lehigh were all sufficient reasons for the permanent establishment of Dad's Day as an annual affair.

NEWS OF THE ALUMNI CLUBS

NORTHEASTERN PENNSYLVANIA CLUB ENTERTAINS MUSTARD AND CHEESE

IT HAS BEEN a long time since Lehigh's dramatic association last ventured out of sight of the campus. To be perfectly candid, its probably just as well, for while there have been some good Mustard and Cheese performances in the last decade, the club has not, until recently, presented a play written and staged entirely by the undergraduates that compared favorably with the efforts of any college dramatic association. For the last three years, however, the Mustard and Cheese shows have been good enough to do Lehigh proud almost anywhere.

Obviously, the nucleus of support for any out-of-town performance by the Mustard and Cheese must be the alumni in the chosen district. And for the first out-of-town engagement of the rejuvenated club, the boys certainly picked the right place for alumni support when they went to Wilkes-Barre this year. The following account of the venture was written by an alumnus of Northeastern Pennsylvania who was luke-warm to the project when it was first broached, but who turned in like the 100% Lehigh man that he is, and helped put it over.

"Everywhere one hears considerable talk to the effect that if Lehigh had winning athletic teams, it would be a great help in putting the University on the map. Now, no one entertains a more ardent hope than the writer, that some day Lehigh will trim Lafayette with the same consistency that Lafayette has been beating Lehigh the last few years. But winning football games or baseball games or any other athletic contest, is not the only way to advertise a university, for athletics never get beyond the sporting pages of a newspaper and not everyone reads the sporting page.

"For some forty odd years Lehigh has had an organization which has received little student encouragement and even less from the Alumni. This organization has the possibility of becoming one of the best publicity factors that the University could ever have, namely, Mustard and Cheese. Without a doubt, Mustard and Cheese can put Lehigh on the map and keep her there.

"Last March, at the annual banquet of the Northeastern Pennsylvania Lehigh Club, the subject of bringing the Mustard and Cheese show to Wilkes-Barre was discussed, and about April 1st, it was decided to give the idea a try out. A few Alumni acted as a committee, made arrangements and handled the details. On April 24th, the boys came up to Wilkes-Barre and presented "Russian Around" at the Irving Theatre. It was hard work to put the show across,—mighty hard work—but listen, more people are talking about Le-

high today in Wilkes-Barre than ever before. The show was decidedly successful as everyone who saw it enjoyed it immensely.

"But above all, Lehigh was in the papers. One lady who had just seen the Mask & Wig show remarked that our music was better than theirs. Another said she could not believe it possible the boys had composed such catchy songs. The papers said that the scenery was as elaborate as that seen in any professional production. And mind you, the first act settings were done by the boys themselves. One could go on indefinitely. There was favorable comment on all sides, and from the people that count.

"Now what does this all mean. Simply this—that people who have sons to send to college and people who are interested in education were impressed. Here we had a cross section of Lehigh's student activities right with us. Everyone had a chance to see what kind of boys attend Lehigh, and it can be truthfully said that every Alumnus should be proud of the student body. Fifty-eight came up to Wilkes-Barre and no one could ever meet a finer, cleaner cut, better behaved crowd of fellows anywhere.

"Alumni, get busy! You've read Northeastern Pennsylvania's story. Encourage Mustard and Cheese. Help them put over a real trip next year, and not only will you get a lot of satisfaction out of a Mustard and Cheese show in your home town, but you'll have a hell of a lot of fun. Above all, you will be doing a real constructive service for Lehigh by helping to put her squarely, prominently and definitely among the outstanding colleges of the country."

SOUTHERN ANTHRACITE LEHIGH CLUB

Annual Dinner May 8 The Biggest in Their History

ON THE EVENING of May 8 the Southern Anthracite Lehigh Club pulled a dinner at the Pottsville Country Club that broke all their past records of attendance. Forty-four men joined in the Lehigh yell led by "Dex" Warriner, '24 (son of S. D. Warriner, '90) which opened one of the liveliest Lehigh dinners I have ever attended. These men came from a wide geographical area extending thirty miles to Reading on the south, another thirty to Lansford on the east, thirty-five miles to Shamokin on the north, while W. H. Brown, '95 found his way in from the wilds of Pine Grove twenty-five miles away on the east. Even the Pottsville men had to travel seven miles to the Club and it is safe to say that the average round trip mileage travelled by the men present was at least forty miles. Some loyalty and enthusiasm, I think you will agree.

It was the first time any Reading men had attended a Southern Anthracite meet-

ing, but a delegation of three headed by E. A. Quier, '91, were present and enjoyed themselves so much that they decided that next year Reading must have a club of its own.

Of course such a big crowd was not secured without effort and the attendance speaks well for President J. H. Pierce, '10, and Secretary Ray Serfass, '09, to whose untiring efforts much of the success of the dinner was due. Of course "Hank" Atkins, '91, the father of the Club, "Pete" Walters, '12, Harry Otto, '12 and many others assisted the officers in their drive for a record-breaking meeting.

A fine orchestra and an excellent male quartette furnished the music; at least they tried to, but the diners were so full of song themselves that the quartette did not get much chance. Led by Harold Smyth, '12 (you certainly have to hand it to these men of 1912—they are live wires), they sang every familiar Lehigh song and then resurrected a lot that I haven't heard for years. There was certainly plenty of pep and punch to this party.

The first business of the evening was the election of officers for the coming year. At the suggestion of President Pierce, it was decided to divide the Club into three districts—a northern district bounded by Frackville on the south, a southern or Pottsville district, and an eastern or Lansford district. It was further decided to elect a president and two vice-presidents to come one from each of the three districts. The president was empowered to appoint the club secretary, selecting a man in his own district. The election resulted as follows:—

President, H. H. Otto, '12 (Eastern District).

Vice-President, W. H. Lesser, '05 (Northern District).

Vice-President, H. T. Quin, '11 (Southern District).

Treasurer, E. W. Walters, '12.

The first speaker of the evening was "Okey", who gossiped about the campus activities and told of the progress and plans for the Endowment Campaign. He was followed by "Bosey" Reiter, who gave an inspiring talk on the "Ideals of Sport." He told the diners something of Wendell, our new football coach, and of the successful spring practice he had held. "While the primary function of a coach is generally considered to be the turning out of winning teams, it really is the turning out of men. No one has so much influence on the Campus as the coach and under his influence habits are formed which will have a lasting effect on the boys' lives. Sport grips a boy and he reacts quickly and surely to the coach's personality. In Wendell we not only have secured a good coach but a man with a personality which will inspire our boys to set high standards and to meet those standards." There was an amusing interlude when "Bosey" recited a few lines of his old favorite:

"It ain't the individual or the army as a whole

But the close cooperation of every bloomin' soul."

Turning to the crowd of the younger men, he said, "Pardon me, you young cubs, you've heard this before," and the roar of laughter and applause testified to their joyous memory of "Bosey's" poetry at smokers and college meetings.

Then "Bill" Lesser rose and stated he had a word to say. "It's just this, fellows. Okey talks about how we all love Lehigh. He doesn't realize that we love Lehigh through Okey. What would Lehigh do without him, and what would he do without Lehigh?"

(Interruption by Okey:—"And what would Okey do without Lehigh alumni who pay their dues and buy his daily bread?")

"That's all right," continued Bill, "but we've got to do more than pay dues. You've got the toughest fight on your hands in this Endowment Campaign that you ever tackled. If you are to win, we've all got to pitch in and help you. A lot of us are paying every month to Endowment. Well, I see no reason why we should stop when our present pledge is fulfilled. I intend to keep right on. No alumnus should stop giving to Lehigh until he dies or goes to the poor-house. Let's get behind Okey and help him score this victory. In order that the rest of the Lehigh men know how we fellows feel about Lehigh and about Okey, I demand that these remarks be published in the BULLETIN. If Okey won't do it, I'm going to write to Buchanan."

(Well, here they are, Bill, reproduced in spite of my maiden modesty.)

Then Harry Otto, the new President, was called on for a speech. He backed up Lesser's remarks by saying he was one of those who wanted to continue doing for Lehigh as long as he lived. He urged those who had not given to Endowment to do so and suggested that those who had given give more. He reminded the Club that they were still \$4,000.00 short of their quota and that there should be no let-up until they went over the top. "Heads up! Eyes front! Keep plugging for Lehigh!"

FINANCE NIGHT IN NEW YORK

THE LEHIGH CLUB of New York held a meeting at the Machinery Club on April 16. Paul Bucher, '98, President of the club presided and the principal speakers of the evening were Norman Merriman, '05 and Professor George Edwards of the Finance Department, New York University and Mr. Frederick W. Gehle, Vice-President of the Mechanics National Bank, New York City. Norm Merriman on behalf of the syndicate composed of several members of the club presented the worthy President with a gavel of huge proportions and an alarm clock of distinctive chime tone in order that the meeting might be conducted on a business like basis. After a very

eloquent and profuse use of the English language, "Norm" called attention to the fact that our worthy President had violated at least two of the unwritten principles of the club, namely he persisted in wearing a stiff shirt to preside at the meetings and he had already given a lecture of one hour and forty minutes, but that in spite of these drawbacks we considered him one of our most distinguished members and it was to aid him in the conduct of the meetings that the two gifts were presented.

Professor Edwards spoke on the various types of banks and their methods of operation. It was a most illuminating subject to the men present and everyone felt that their knowledge of commercial banking was considerably augmented.

Mr. Gehle, who has made a very extensive study of the subject of International credits and the movement of gold throughout the world, discussed this problem. Mr. Gehle has been in Europe several times during the past year in connection with the Reparations Plans and the Dawes Committee. There were too many points of interest in Mr. Gehle's talk to write about but it certainly brought forth many viewpoints which the average person usually

does not consider in discussing International questions. Particularly of interest was the situation at the present time of the French Government in their financial problems and of the French debt incurred to the United States during the War. We were also enlightened as to the German position at the present time and Mr. Gehle stated that in his opinion, outside of the United States, Germany was perhaps the most prosperous and efficient country in the world to-day.

The rise of the United States to one of the foremost financial centers of the world was dwelt upon by Mr. Gehle in considerable length and many points of interest were brought to our attention. The New York Club considers itself indeed fortunate that we were able to secure the type of men as Professor Edwards and Mr. Gehle to address us on the subject of Finance.

The entertainment of the evening was provided under the direction of Mr. Harrison Tilghman '07 and while Bill Colling's crew was not as much in evidence as they usually are, the general opinion was that we had one of the best meetings in the history of the club.

LEHIGH MEN WHO WRITE

M. A. DeWolf Howe, '86, Wins Pulitzer Prize

The \$1,000 award for the year's best American biography in 1924 has been awarded to M. A. DeWolf Howe, '86, for his "Barrett Wendell and His Letters", under the terms of the Pulitzer Prizes for Journalism and Letters. Awards were made by the Advisory Board on the reports of jurors composed of members of the National Institute of Arts and Letters.

"Shine" Kirk, '05, made the Saturday Evening Post again on May 9, with "Air Hose," another dramatic incident in the construction of the "Marchborough Bridge." It is not quite so obviously a Lehigh story as the "23rd Degree," but tucked away here and there you'll find references to "Valley Tech, queen of the engineering institutes," and you'll meet again young "Boss Bill," hero of the previous story and former back-field star at "Valley." Its a typical Kirk story, which means, of course, that it holds you enthralled to the last word, and the conversations between rivet foremen and erection chief are gems.

Howard M. Fry, '10, Associate Professor of Physics at Lehigh, contributed a very interesting article on the effect of the recent solar eclipse on radio reception, to the Radio Edition of the "Public Ledger" of January 31. Fry connected an audibility meter to his receiving set and recorded the audibility during the entire period of the eclipse. The chart

that he plotted from his reading seems to show without much doubt that radio reception was improved very markedly as the sun was blotted from view and returned to normal along a similar curve as the shadow of the moon passed on its way.

Howard S. Leach, librarian at Lehigh, is the author of an article on "Princeton's Iconographic Index," in Mar. 1 issue of The Library Journal. The article describes how the subject matter of early Christian Art is being made available to the World of scholars by the unique system of indexing.

Theodore Stevens, '86, consulting engineer of London, England, sends a copy of a pamphlet entitled "1924 Shannon Scheme in True Perspective" from his pen. It is a survey of the merit of a proposed plan to harness the energy of the Shannon River in Ireland, and Stevens takes the stand that such a development would be unprofitable commercially and harmful to property owners whose land in the Shannon basin would be ruined by the necessary embankments. The pamphlet is especially interesting to Lehigh men in that it carries on the cover the name "Lehigh University" among the institutions and societies from which Stevens holds degrees.

N. H. Heck, '03, is the co-author with Ensign Jerry H. Service of the publication of the U. S. Coast and Geodetic Survey entitled "Velocity of Sound in Sea Water." The development of the submarine as a menace to shipping and the

consequent need for methods for counter-acting its activities led to the investigation of the velocity of sound in sea water in order to design apparatus capable of detecting faint sounds under water. Heck is also the author of an extremely interesting article which appeared in the November issue of the "Military Engineer" on "Terrestrial Magnetism of the U. S." It is written in a popular style and gives a good insight into the extensive work that the Geodetic Survey has done in accumulating data on the constantly varying direction and strength of the earth's magnetism. The United States is playing an important part in the world-wide study of Terrestrial Magnetism that is of considerable practical importance on land, air and sea.

A great deal of favorable comment has been received by W. F. Bade, '02, since the appearance of his book on "The Life and Letters of John Muir." "The Life and Letters" will be Volumes IX and X of the Complete Writings of John Muir. The "San Francisco Chronicle" of February 15 devoted a quarter page to a review of Bade's work, declaring it to be a worthy sequel to the writings of Muir and himself.

D. S. Chamberlin, '20, and M. K. Buckley, '19, are co-authors of a pamphlet which appeared in the "Journal of Oil and Fat Industries" for January, 1925, entitled "A Rapid Quantitative Method for Determining the Decolorizing Power of

Carbons." Buckley has resigned from the Lehigh department of chemistry but Chamberlin is continuing the work of investigation into the manufacture and properties of various kinds of carbon.

Warren W. Ewing, Assistant Professor of Physical Chemistry at Lehigh, is the author of an article which appeared in the February issue of the "Journal of the American Chemical Society" on "The Preparation of Electrolytic Mercurous Chloride in Saturated Potassium Chloride for Use in the Calomel Electrode."

M. O. Fuller, Associate Professor of Civil Engineering at Lehigh, presented a paper before the 21st Annual Convention out in Chicago on February 24-27, on "Coefficient of Expansion of Gunite." The discussion of the coefficient of expansion of gunite, as compared with that of concrete, resulted in some testing being performed at the Fritz Engineering Laboratory, Lehigh University. As far as is known, these were the first tests ever conducted to determine the coefficient of expansion of gunite.

H. F. J. Porter, '78, has forwarded for the University archives a copy of the pamphlet endorsed and published by The Prison Association of New York and The Association of Grand Jurors of New York County, entitled "A Study of the Conditions in the Prisons on Welfare Island." Porter was Secretary of the Grand Jury at the time this report was prepared.

"SAUERKRAUT AND KINKS"

*"The time has come, the walrus said,
To talk of many things,
Of shoes—and ships—and sealing wax—
Of cabbages and kings."*

Lambert, of Lehigh, vs. Eliot, of Harvard

Hartford, April 14, 1925.

Dear Okey:

Here is a remark made in math. class when I was at Lehigh by our dear old friend Lambert, compared with Dr. Eliot's specifications for what education ought to accomplish. To me the fundamental ideas seem to be the same in both.

BOB NOERR '97.

The four great processes of mind which education ought to develop:

- 1 Observing accurately.
- 2 Recording correctly.
- 3 Comparing grouping and inferring justly.
- 4 Expressing cogently the results of these mental operations.

"We study mathematics in order to learn,

- 1 to keep our eyes open and

- 2 } to tell the truth."
- 3 }
- 4 }

The above was propounded by Dr. Charles W. Eliot of Harvard in the year 1919 (about), at least that was when I first heard it.

The above was "sprung" by Prof. Preston A. Lambert of Lehigh in the year 1894.

"Gil" Doan, '19, Reports on Rome

Rome, Italy, April 11, 1925.

Dear Buck:

Rome is agog with the holiday spirit for tomorrow is Easter. Pilgrims by the hundreds march up to St. Peter's church at the Vatican; priests and monks in scarlet robes, brown Capuccins, Franciscans and what not light up the streets, the soldiery with ancient style bronze helmets, the police in black capes and cockades all belong in the picture. At the churches are held elaborate ceremonies more impressive than an opera and with ethereally sweet boys' choirs that swell and diminish like an organ under a master's hand. This is Holy Year, the Jubilee which occurs once in 25 years. Springtime and a full moon are the contributions which Nature makes to the setting. (Maybe the Signoritas don't appreciate the latter! and I sure appreciate the Signoritas.)

Here one finds the ritualistic and ceremonial side of the Christian religion. In Palestine by the Sea of Galilee, in Bethlehem of Judea, in Samaria one finds the simple and natural setting where Christ lived and taught the fishermen. The gilt and bronze, the marble and incense must be the contribution of pagan Egypt to our worship.

The opera in Rome is a delight. The solo voices are no better than our's (imported) in America but the choruses seem better trained and better in action, the stage scenery is far superior to what I have seen in Chicago or Philadelphia and the performance of the principals seems more impassioned, and genuine. I have never enjoyed

Il Trovatore or Carmen as much. The orchestra also is excellent. The Italian people seem to possess all the attractive temperament of the French people without the French artificiality.

Of course the city is crammed with perfect statues of the human body (and how the ancients must have loved its perfection) Bernini, Michael Angelo, Cresilas, Daedalus. And paintings which are amazingly life-like and wonderfully beautiful; and architecture and history which don't interest me as much.

Palestine was hard work. The country is rocky and barren and dirty. Many of the Biblical landmarks are of doubtful authenticity excepting such things as Jacob's well and Solomon's altar and some of his temples at Baalbek. Egypt, is pleasanter and the tombs and Pyramids are an education in themselves.

Russ and I have fallen in with a boy from California (Ch.E., '22) and another from Michigan and we're keeping plenty of leaven in the party.

We ran into the author of French's Engineering Drawing and he is too jovial to be guilty of it.

I hope you are in fine spirits and taking deep breaths as you go down South Mountain.

Sincerely,
GILBERT E. DOAN, '19.

'05 Silent? Say, Give a Listen About June 6!

84 Morris Ave. West.
Mountain Lakes, N. J.

My dear Okey:

Whether all the letters I read in the Bulletin are bona fide or originate from your fertile brain, I leave to the various readers to decide. If you do pen some of them, why have old "'05" so silent? We hear from "Shine" once in a while between stories, but as that's his business (writing stories) it doesn't have the same thrill as if Pop Kline had written in telling us he had been presented with a seventh member in the family or Russ Wait had just passed the eleven mark. It may be they are all too bashful, so to start something I am sending this along to notify all and sundry members of the class of "'05" that after having enjoyed the privileges of the old D. L. & W. R. R. for the last 20 years, I have left their bed and board and they will no longer be responsible for my debts. Have joined the staff of the North Jersey Transit Commission whose excuse for existing is to promote Rapid Transit for the poor Jerseyite and having at one time a reputation for reverse English speed they elected me a member to design more rapid means of locomotion to bring Maud, Alice and Jane from their various chicken farms and honey ranches into the Gay White Way. (Not so gay, now.)

Please announce that my first planned route is the most direct and rapid plan I can devise to bring me from Hoboken to Bethlehem on June 6th where I shall expect to meet all these silent ones and hope about 2 A. X. to find them not so silent if the committee's hint is more than a promise.

Yours for Rapid Transit,

WALTER E. BROWN, '05.

"Max" Glen, '24, On Soap, Horse Racing and Scotch

COLGATE AND COMPANY

Jeffersonville, Ind.

April 25, 1925.

My dear Okey:

No doubt a letter from me will be a surprise in itself but the fact that it comes from Jeffersonville, Ind., will insure it being such.

Have been out here since the twenty-second of February, having been transferred from Jersey City to take charge of the Traffic Department of Colgate & Co.'s new plant at Jeffersonville. Production out here is confined to laundry products, that is, soap, soap chips, soap powder, cleanser and F&B. The plant has been in operation since last August and is enormous even at the present time, with all prospects for a constant growth.

I am living in Louisville, Ky., which is just across the Ohio River and expect to lose some money on the derby next month thereby falling in line with the vast majority.

Have run across three Lehigh men out here. "Rex" Beach, '22, came out from Washington for a week to see some girl; Frank Hoag, '22 is here with the Kosmos Cement Co.; have only seen him once. Believe he is on the road some of the time. "Sid" Johnson, '24, was here for a couple of months in the interest of the Coffield Washer Co., but has since been transferred to Urbana, Ill. It certainly was great to see these fellows and if there are any more in this vicinity, I wish you'd let me know.

Hope to get back this June but prospects are not so bright as they should be. We are very busy and the distance is considerable. However, I won't give up until after it is all over.

Okey, one of the things I'll always remember in connection with you is that time at Providence, after Lehigh's first touchdown, when I said to you, "Okey, will you have a drink of good Scotch," and you replied, "Max, I'll have a drink of anything." That, Okey, was a two-fisted reply!

Always yours in the interests of Lehigh,

MAXWELL GLEN, '24.

Visiting Alumni Secretaries Seem to Have Enjoyed Their Visit to Lehigh

THE ALUMNI ASSOCIATION OF THE
UNIVERSITY OF VIRGINIA

April 23, 1925.

Dear Okey:

The secretaries and editors are so long on poetry, antidote, song, and bull, I thought I would try my hand at the least deadly of the quartet. The result is enclosed in all humility with the request that it be published in the next issue of your Alumni magazine.

I can not tell you what the Conference meant to me and the points of value I gleaned from it. To see Lehigh University, the city of Bethlehem, and its surroundings and to learn something of its history was indeed an experience never to be forgotten nor did I ever have a better time during three successive days. The Conference was splendidly handled in all respects and was delightful from beginning to end.

Please remember me most kindly to President and Mrs. Richards, to Mrs. Okeson, and with my double barreled best to yourself, I am,

Ever faithfully,

MCLANE TILTON.
Alumni Secretary.

TO OKEY

Once I loved the Theatrical Stars
And the Stars in the Milky Way
Also the Stars in the Stripes and Bars
And the Flag of the U. S. A.
No more for me the Broadway Stars
Nor the Heavenly Stars that shine
Brighter than Frances, Flag or Mars
It's the Bethlehem Star for mine.

TILTON, Virginia.

Dear Mac:

Many thanks for your letter of April 27 with its enclosure. This is the first time I have ever had a poem dedicated to me and I am overwhelmed. There is one line, however, the next to the last, that puzzles me:—

Brighter than Frances, Flag or Mars"
Who the devil is "Frances?" I presume that "Frances" is some old theatrical flame of yours, but personally I am not acquainted with her. I want to be sure that it is my thickheadedness and not a typographical error before publishing this poem in our next issue. Of course, I am going to publish it, because this being the first and probably the last time I have ever had an ode dedicated to me, I don't propose to miss the chance of blazoning this fact to the waiting world.

All joking aside, Mac, I am really quite pleased and touched, and I thank you again, and yet again, for your kind words of praise.

Sincerely yours,

WALTER R. OKESON.

Dear Okey:

I have no theatrical flames, young or old, but the Frances referred to is of course Miss Frances Starr, long celebrated as the brightest of the Be-lasco stars. If you have not seen her, your education has been neglected.

Hastily TILTON.

NEWS OF THE CLASSES

DEATHS

J. W. Peale, '85

John Wesley Peale, for more than thirty-five years head of the anthracite department of Peale, Peacock & Kerr, 1 Broadway, died at the hotel New Weston, Madison Avenue and 49th St., New York City, May 7. He was long identified with developments in the anthracite region of Pennsylvania. He was the son of the late S. R. Peale, of Lockhaven, Pa. Peale is survived by his wife, a daughter, Betty Peale, and a son, John W. Barrows Peale. Rembrandt Peale, '83, is his brother, and Richard Peale, '13, and Rembrandt Peale, Jr., '18, are his nephews. He was a member of Psi Upsilon fraternity.

I. M. Higbee, '95

Ira Miller Higbee, a graduate of the Civil Engineering course with the Class of '95, died March 27, 1925. Higbee was a practicing civil and hydraulic engineer and at the time of his death was located in Danville, Pa.

MARRIAGES

Class of 1913

Thomas Bell Coleman to Norah Elizabeth Eadie, on April 25, 1925, in Pittsburgh, Pa.

Class of 1921

H. R. Maddox to Miss Vernah Ryland, of Urbanna, Virginia, on November 15, 1924.

Class of 1922

Edward William McGovern to Mary Lucile Menig, on April 25, 1925, at Kokomo, Indiana. Mr. and Mrs. McGovern will reside at 720 West Walnut Street, Kokomo, Indiana.

BIRTHS

Class of 1909

Born to Mr. and Mrs. Garret D. Speirs, of Bangor, Maine, a son, Robinson, and a daughter, Prudence, on April 24, 1925.

Class of 1914

To Mr. and Mrs. Eckley B. Coxey Goyne, of Cincinnati, Ohio, a daughter, Marjory Brewster, on April 8, 1925.

Class of 1922

To Mr. and Mrs. A. S. Thaeler, of Newark, N. J., a son, Leigh MacQueen Thaeler, on March 18, 1925.

PERSONALS

Class of 1873

Wallace M. Scudder has accepted membership in the New Jersey State Committee for the American Legion Endowment Fund. The Chairman of this Committee is Governor Silzer. Senators Edge and Edwards, Dwight Morrow and other prominent men are members.

Class of 1875

50-YEAR REUNION, JUNE 6, 1925.

Last call for our Golden Jubilee! All together for Lehigh on June 5, boys. We have to show these other classes how this reunion business ought to be done. Let's do it right while we're young and full of "pep." Your classmates expect you without fail on June 6 at the latest.

Class of 1880

45-YEAR REUNION, JUNE 6, 1925.

If any '80 man can resist the temptation offered by the program for Alumni Day on

June 6 he's not the same man that left Lehigh 45 years ago. Tell yourself that you owe it to Lehigh to come back if you need an excuse to break away, but you'll find it the most joyful duty you ever performed.

Class of 1881

Samuel W. Russell is statistician with the Mutual Life Insurance Company of New York, at Sioux Falls, S. D., his offices being located in Sioux Falls National Bank Bldg.

Class of 1885

40-YEAR REUNION, JUNE 6, 1925.

Remember the way '85 dwindled in numbers in those eventful four years? Well, we want more men in the roll call on June 6, at our 40-year reunion, than we had on Commencement Day. And it **Can Be Done**, if **you** will obey that impulse.

Class of 1887

R. W. Barrell announces the change of residence and mailing address to 361 West 31st Street, Erie, Pa.

Class of 1889

36-YEAR REUNION, JUNE 6, 1925.

William Butterworth, president of Deere & Company, of Moline, Illinois, is to preside at a luncheon meeting of the Chamber of Commerce of the United States in Washington, on May 20.

Colonel James Stewart writes from Ard-sheal Ranch, La Habra, Calif., to inquire the address of A. W. Stockett. This is the first knowledge of Stewart's whereabouts that we have had for some time and we take this opportunity of passing it on to "Billy" Cornelius in view of the fact that '89 is having an outlaw reunion this June.

Class of 1890

35-YEAR REUNION, JUNE 6, 1925.

Last call, classmates! If your committee has forgotten anything necessary to a corking good reunion, there's still time to remind them of it. If you've forgotten to reserve the date and notify the Committee you'll be there, it's not too late to write to Howard Foering, Bethlehem, to insure yourself a grand and glorious week-end. Remember, this is the only 30-year reunion we will have, so don't let anything keep you away. See you next month!

Class of 1891

J. R. W. Davis, engineer maintenance of way of the Great Northern R. R., at St. Paul, Minn., has been promoted to Chief Engineer. Davis has been in railroad engineering since '91, when he went with the N. Y., Lake Erie and Western as a rodman.

Class of 1895

30-YEAR REUNION, JUNE 6, 1925.

Since our last issue '95 has been making rapid progress in their plans for the reunion. Costumes have arrived, a band hired, and a beautiful '95 banner is now being made to be carried at the head of the parade and then to be placed in the Alumni Memorial Building. '95 hopes to start a custom which will result in silk banners for every class being added to the decorations of this building.

A reunion song has been written by Johnny Gibson, Johnny says he has a tune for it but he can't write the music. If "Billy" Whildin turns up there will be no trouble about having some one to play it after he hears Johnny hum the air just once. But so far "Billy" has not responded and '95 men are beginning to worry for fear he won't be here to lead the '95 Glee Club

at the Alumni Dinner. Come on, Billy, we simply can't get along without you.

One man, Ira M. Higbee, who expected to be present has passed the Great Divide since sending in his acceptance. Another, Guy Farman, has written he cannot be present. This reduces the 45 reported in our last issue to 43, but 10 new acceptances brings the total to date up to 53.

When you arrive, boys, you will find a room reserved for you at the Hotel Bethlehem if you wrote "Bob" Taylor to make such a reservation. If you arrive before 5 p.m., Friday, come to the Northampton Country Club. Take an Easton trolley at Broad and Main Streets and get off at the Club. If you arrive later than 5 p.m., meet the gang at '95's table at the Alumni Dinner in the Ball Room of the Hotel Bethlehem, at 7 o'clock. If you arrive Saturday morning before 10 a.m., come to the Bethlehem Club, where our headquarters will be on Saturday. The parade leaves there at 10 a.m. for the Campus. If you arrive after 10 a.m., go to the Alumni Memorial Building and you will find the class there and your costume will be in the Alumni Office. The banquet will be at the Bethlehem Club, at 7 P.M.

Of the 53 men coming, 5 will travel a total of 24,000 miles coming and going from this reunion. Whitmoyer from England, Lippitt from Porto Rico, Barber from Alaska, Townsend from Texas, and DeWitt from Canada, are the names of the globe-trotters.

The full list of acceptances to date is: Ayres, Blehl, Budd, Baker, C. K. Baldwin, Bricker, Burgess, Barber, Beggs, Bowie, Briscoe, W. H. Brown, Castleman, Cooke, Coleman, Crawford, DeHuff, DeKay, DeWitt, Eckfeldt, Eden, Ferriday, Gibson, Gomery, Houston, James, Jacoby, John, Keim, Lambert, Lentz, A. H. Lewis, Lippitt, Massey, Matteson, Maurice, Mowlds, Murray, Oberly, Oakeson, Phillips, H. T. Rights, Reinecke, Siegel, Stocker, Steinmetz, Taylor, J. B. Townsend, C. F. Townsend, H. A. White, Webster, Whitmoyer and J. M. Wilson.

Fayette A. McKenzie has resigned the presidency of Fiske University, in Nashville, Tenn., one of the oldest institutions of higher learning for the negro race. In accepting the resignation the president of the Board of Trustees praised Dr. McKenzie's services and stated that the only terms under which the resignation would be accepted would be that he take a year's leave of absence with pay.

Class of 1896

W. C. Dickerman is scheduled to present a paper entitled "Incentives for Individual Production" before the 13th Annual Meeting of the Chamber of Commerce of the United States at Washington on May 20. William Butterworth, '89, will preside at the meeting.

Class of 1897

W. Burke Brady is with the Heurite Products Company, at Washington and Morgan Sts., Jersey City, N. J.

Frank Betts Smith, consulting engineer of San Francisco, and known around the world as "Dry-Dock" Smith, was East on business recently and stopped at Lehigh for a two-day visit. Smith was engineer on the great Pearl Harbor Naval Dry Dock in Hawaii, a ten-year job, also on the League Island No. 2 Dry Dock and the Mare Island Dry Dock.

Class of 1900

25-YEAR REUNION, JUNE 6, 1925.

The committee has not yet made reservation for the class banquet because all the acceptances from members have not been received. But we have options on several choice hostilities and as soon as we have final returns will engage accommodations large enough for the crowd. So answer that last letter as soon as you know

definitely that you'll be on hand. You are guaranteed the time of your life!

Class of 1901

The April number of "The Dravo Bulletin" carries an eloquent tribute in memory of John J. Nolan from the pen of F. R. Dravo, '87. The following extracts reveal somewhat the esteem in which "Pat" was held by the president of his company:

"Of his many lovable and valuable characteristics, two stand out that will serve as indices of his position in and value to the Company. The first may seem a trifle, and yet it was the keynote that made him a center to which other employees gravitated from a sense of comradeship and loyalty. He brought with him from Lehigh a nickname that seemed to speak volumes. He was known as "Pat" by everyone—high and low. It was always "Pat" this and "Pat" thus. If anyone wanted to know anything, it was—ask "Pat"; and our people went to him with a rare confidence. No matter how busy he was, he had time to help them in their difficulty and his help was always given in the wholehearted manner that characterized his life.

"To the very limit of his ability, thoroughness was his aim. His great capacity for taking pains and sticking to his work very soon brought to him the responsibility of making estimates on contracts; and this was long before he had the advantage of carefully kept records of costs on other work. In other words, he had to depend, to a very large extent, on his judgment of a situation without the assistance or value of past records with which to make comparison. This, of course, involved still greater responsibility, which he never tried to evade. It was only towards the end of his service that these records became available and of which he made full use.

"Today, every man in all of our associated companies works in the light reflected by John J. Nolan and the wisdom of his policy."

Class of 1904

W. C. MacFarlane has been made manager of the Minneapolis Steel and Machinery Company, at Minneapolis.

Class of 1905

20-YEAR REUNION, JUNE 6, 1925.

Nothing much to tell '05 about their reunion. All that's needed now is the arrival of June 6. The whole gang will be back. The committee doesn't know of a single man within 500 miles who is not coming and several of them are coming from many times that distance. If you are in doubt about any details of the '05 program, the answer to your question is "you're dam-right!" So come one, come all, to the one and only "200 proof" reunion on South Mountain on June 6.

Paul E. Butler was made Superintendent of the Open Hearth Department of the Otis Steel Company, Cleveland, Ohio, on May 1.

Walter E. Brown has left the D. L. & W. R. R. to join the staff of the North Jersey Transit Commission. He lives at 84 Morris Ave., West, Mountain Lakes, N. J. See Sauer Kraut and Kinks for particulars.

Class of 1907

Harrison Tilghman was admitted to the New York bar in January. He is living at The Shelton, Lexington Avenue, New York City.

Class of 1908

John J. Donegan is mechanical engineer with E. L. Phillips & Company of 50 Church Street, New York City.

Mrs. Haldeman Finnie is the author of a newly published book called "The Low Road" published by The Macmillan Company.



But the whole team doesn't play first base

TO SUPPOSE that a baseball nine will all cover just one position is as far from the truth as to think that everyone in the electrical industry is an engineer.

This field will always need trained engineers. But with its great manufacturing, construction and commercial activities, the industry must have non-technical men too.

Since the industry is manned by many types, the result of your work will depend a good deal on the success with which you team up. The qualities that win are not only efficiency attained by the light of a study lamp, but that all-pull-together spirit of the athletic field.

This point of view may be useful to the man who has wondered whether campus activities, with all their striving and stern testing, their setbacks and their triumphs, have any counterpart in after life.

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Western Electric Company

This advertisement is one of a series in student publications. It may remind alumni of their opportunity to help the undergraduate, by suggestion and advice, to get more out of his four years.

Class of 1909

Carlos A. Gallardo was one of the principal speakers at the Metropolitan Club on March 19 at a banquet tendered to Dr. F. W. Goding, American Consul General, in Guayaquil, Ecuador. Beginning with the apology that "When I went to College, in spite of all efforts made by Professor Emery, I found that public speaking was my hoodoo, and, therefore, I am well aware of the fact that I am a very poor orator." Gallardo proceeded to deliver an eloquent tribute to the American Consul General, who was presented with a handsome gold medal by the Ecuador government.

R. A. Wahl who is with the Portland Cement Association has been promoted to the office of district manager in the Pittsburgh territory, effective May 1. For the past three years he has been in the Philadelphia office of the Association.

Class of 1910

15-YEAR REUNION, JUNE 6, 1925.

Wow! That's '10's slogan. What a "wow" of a reunion 1910 is going to have. Men back you haven't seen or heard of for 15 years! Okey says he hasn't room for the list of names of all who'll be back, but it includes almost all of the men you specially want to see. Bet you not a man of 'em will ever miss a '10 reunion after this one!

L. I. Thomas has been located in Akron, Ohio. He may be reached by addressing him at 506 Peoples Bank Building.

Class of 1911

John D. Carey is in the Real Estate business in Los Angeles, Calif. His business address is P. O. Box 24, Hollywood.

C. J. Hellen is doing designing and estimating work in the chief engineer's office of the Central Railroad of New Jersey at

their Jersey City offices. He is living at 820 Central St., Plainfield, N. J.

M. L. Vicente has just recovered from a serious spell of sickness during which he writes: "The doctor did more repair work on me than on an old Ford." He is well on the road to recovery.

Class of 1913

Dear "Okey":

I visited Lyon Mountain, N. Y., last week and found D. K. "Deac" Evans 1500 feet underground trying with pencil and paper, to figure out the relationship between integral calculus and practical mining.

"Deac" is Superintendent of Mine and Concentrator and this is a challenge for him to get in closer touch with Lehigh, providing of course, he comes up for time to read his "Bulletin."

(Signed) "Sunnie" Edwards.

A. T. Ward, representing important Central Pennsylvania and West Virginia coal operators in the New York district, has moved his offices from No. 1 Broadway to 50 Church St., New York City (telephone: Cortlandt 4674).

Class of 1914

Donald G. Baird is in the publishing business at 122 Witherspoon Bldg., Walnut and Juniper Sts., Philadelphia, Pa.

"Louie" Thornburg writes from the San Diego, California, Naval Training Station, to which he was recently transferred, "It is an ideal Naval post," says Louie. "As a Civil Engineer I am tickled pink for we have lots of construction activity. Buildings are of hollow tile, stuccoed, in Spanish architecture and the landscape gardening makes them wonderfully attractive. For the present I will be in charge of public works at the Naval Training Station."

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Class of 1915

10-YEAR REUNION, JUNE 6, 1925.

Your Committee has received some replies to the letter announcing the 10-year Reunion. Eight good, twenty-two not so good. A twenty-six percent attendance from replies, looks like something is the matter with 1915. It may be that many of the fellows are holding back until later, when they will know definitely.

We have received affirmative replies from Al Blank, Len Buck, Lin Geyer, Bob Goyne, Jack Morris, Gus Wiegand, Dick Wood and the Committee.

Our 5th year reunion is sadly recalled, in 1920, when about ten of us sat around the table at the old Wyandotte Hotel, with food for fifty and two hogsheads of the finest. We finally called on all Lehigh in general to help clean up on the food. The Wurtzburger went down the hatch as per schedule. Let's not repeat on that kind of a turnout.

You have less than a month before the big day, and surely you think enough of your class to break away for two days every ten years. It's going to be a big time at Lehigh. Other reunion classes are coming strong, and we must keep up with the procession. It is absolutely imperative that we know something definite, not later than June 1st, so that we can arrange for the proper number of costumes, and also, we must arrange for the dinner on Saturday Night!

This is the last notice in the "Bulletin." You are urged to come back, see your classmates and enjoy yourselves.

'15 REUNION COMMITTEE.

New York Telephone Company.

281 Washington St., Newark, N. J.,
April 29, 1925.

Dear Siebecker:

Sorry to inform you that it will be impossible for me to attend the ten-year Re-

union, for the reason that I'm being married on that particular day. It would seem that I have a fairly good excuse for being absent.

The announcement you sent out sounds very good and here's wishing you all kinds of success.

Yours for '15,
(Signed) F. H. Madden.

Class of 1916

Louis Mudge is assistant manager of the Chicago office of The First National Corporation, of Boston, Mass.

F. T. Spooner, formerly with the State Highway Department of Pennsylvania, is now assistant district manager of the Florida Citrus Exchange in Harrisburg, Pa.

Class of 1917

"Nick" Carter is located in St. Louis, Missouri, as chief chemist for the Monsanto Chemical Works. Address him at 3620 Montana Street, any of you fellows who are anxious to pay your 1917 dues.

"Porky" Flinn, who is with the Alloy Metal Wire Co., has been made asst. manager in charge of sales, at Moore, Pa.

"Doc" Homewood is mechanical engineer with the DuPont Company at their Deepwater Dye Works plant and he lives at 139 Broadway, Carney's Point, N. J.

J. K. Lees is working for the Delaware River Bridge Joint Commission, with offices in the Widener Bldg., Philadelphia, Pa.

"Slim" Rau has returned to El Paso, Texas, and is working for the Westinghouse Electric Company there. His home address is Patterson Apartments, 1217 W. Mesa Street.

Class of 1919

"Ken" Bevier is planning to go in partnership with his brother in a company to sell canteen supplies to the Army and Navy.

ONE HUNDRED AND FIFTY YEARS
Since the "Shot Was Fired Heard 'Round the World"

Do You Know

That from April on to June, Lexington and Concord, Arlington and Cambridge, with the residents along the line of the famous march from Boston to Concord in 1775, are playing host to the American Nation? This is the sesquicentennial of the colonists' first armed resistance to the mother country.

The events of that memorable day are celebrated in verse, story and moving

picture. It is an American epic and needs no retelling. Today Lexington and Concord are shrines of the nation, and this year thousands more will make their pilgrimage to these historic spots. It is said that the guest book of the Hancock-Clarke House at Lexington contains more signatures than any other historic place in the country.

The John Hancock is particularly interested in insuring college men and women and obtaining college graduates for the personnel of the field staff.

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If all goes well the new company will be launched July 1.

"Dink" Hardy is salesman with the Fred K. Wells Sales Company, New England agents for the Pittsburgh Automatic Gas Water Heaters. His business address is 733 Boylston St., Boston, Mass.

"Rosy" Rosenbaum's engagement has been announced to Miss Jeanette Whitehill, of Philadelphia.

Class of 1920

5-YEAR REUNION, JUNE 6, 1925.

Everything is set for our 5-year party, men. At least, your committee has done everything it has been asked to, told to and advised to. We'll have a majority of the "gang" present, and you'll be surprised to find a large number from distant points, speaking well for '20 loyalty. But its going to be worth the trip, no matter how far you have to travel. '20's 5-year reunion will give you something to remember all your life!

G. DeGroat started to work for the Westinghouse Electric and Manufacturing Company of Pittsburgh, Pa., on May 1.

Harry J. Rau is teaching in the Monocacy School in Bethlehem and living at 437 Cherry St., Hellertown, Pa.

Class of 1921

'21 Believes in Preparedness

The 1921 five-year Reunion committee has been appointed, and consists of the following: Ray Childs, Chairman; Rheinfank, Billinger, Shipperd, Ritchie, Barthold, Jim Heubner, and Farrington.

The committee is already at work and is planning to have a short meeting in Drown Hall at 11:30 a.m., Saturday, June 6. One letter has already been sent out to the Class and follow up letters will be sent out every couple of months between now and the Reunion, June, 1926.

T. B. Rights is working on the Newark Bay Bridge which The Central Railroad Company of New Jersey is building.

"Stein" Steiner is with the American Telephone and Telegraph Company at 238 Bourse Building, Philadelphia.

Walter S. March has accepted a position on the Geology Staff of the Anaconda Copper Company and is located in the Hennessy Bldg., Butte, Montana, with George Heikes, '23.

Willis J. Parker, having been ordained in the Episcopal Ministry, is now back in Bethlehem as Chaplain to Bishop Talbot and is living at Leonard Hall. He is also helping "Bill" O'Neill with the LaCrosse team in his spare time.

Class of 1922

Richard J. Clark is working for the Pittsburgh By-Product Coke Plant at Hazelwood, Pittsburgh, Pa.

"Duke" Davis is in the construction department of the Otis Elevator Company, with headquarters at 330 Ellicott Street, Buffalo, N. Y.

"Rupe" Hughes is with The Underwriters' Bureau of the Middle & Southern States, with headquarters at 1 Liberty St., New York, N. Y.

Herman L. Weber is located in Chicago at 753 N. Michigan Avenue.

Class of 1923

"Ed" Beale expects to graduate from law school in June, 1926. In the meantime he is holding down a job during the day and attending school at night.

W. E. Eichelberger is assistant to the personnel director of the Scott Paper Company of Chester, Pa. Eichelberger visited Lehigh a few weeks ago with D. W. Hoopes, '16, looking for promising graduates to go into the paper business. His home address is 233 Cornell Avenue.

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Camden, N. J.
Easton, Pa.
Lancaster, Pa.
Lansdowne, Pa.
Macungie, Pa.
Norfolk, Va.
Reading, Pa.
Williamsport, Pa.

Dick Kutzleb, Jr., is with the Corn Products Refining Company, at their Edgewater, N. J., Plant. Dick was formerly with the Manhattan Rubber Company in Morristown, N. J.

"Johnny" Opdycke writes that he has been attempting to break into the wool trade in Boston after two years in a mill outside of Providence and as yet has not even made a dent in it. "I haven't even sung a song in a year," he says, "so you can imagine I am getting as serious as an old owl. Thought I would try out the voice tonight and inside of five minutes three neighbors had complained, so if I should be lucky enough to attend any alumni smokers don't ask me to sing because everybody would walk out on you. You can bet your boots I will be down on Alumni Day."

Class of 1924

1-YEAR REUNION, JUNE 6, 1925.

Say, men, your committee is having a hard time finding a place big enough to accommodate the whole gang at the class banquet. By the time this is printed we expect to have closed for the best and most appropriate location in "Beslem," but we can't announce it on the program yet. Outside of that, everything's sitting pretty. Have you heard of anybody who's not coming? Neither have we.

"Addie" Adams, Jr., is with the Hillman Coal and Coke Company at Jerome, Pennsylvania, and is living at the Hotel Jerome in that town.

Bob Allan, who is with Lord and Taylor, department store, New York, writes: "Just a few dollars to help good old '24's pledge. After giving you this I have just enough for a return ticket to Lehigh for the 5th and 6th.

"Max" Glen has been transferred from the Jersey City Plant of Colgate Company to

their new plant at Jefferson, Indiana, where he is in charge of the traffic department and lives in Louisville, Kentucky, just across the Ohio River.

"Pete" Grace, Jr., formerly with The Public Service Corporation of New Jersey, has accepted a position as chief engineer with the Crescent Insulated Wire and Cable Company, of Trenton, N. J. He is living at 2 S. Clinton Avenue, Trenton, N. J.

"Eddie" Hartmann is engineer with the Ames Shovel & Tool Company, of North Easton, Mass.

George F. Jenkins is in Guayaquil, Ecuador, and can be reached by addressing him Box No. 655.

W. S. Major is with the American Engineering Co., of Philadelphia, manufacturers of mechanical stokers.

"Woody" Woodrow is working for the Pennsylvania Railroad in the Maintenance of Way Department. He is living at 204 Main St., Uniontown, Pa.

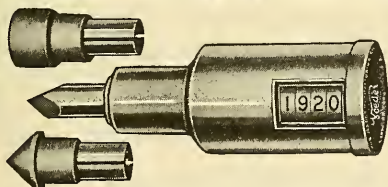
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The No. 21 Speed Counter shown at left registers number of revolutions (per minute) of a motor, engine, dynamo, line shafting, machine spindle or any revolving part. The point is held against the end of the revolving shaft; the instrument pressed lightly when count is commenced; pressure released when the timing is over. Push-clutch starts or stops recording mechanism instantly, giving exact R. P. M. readings without use of stop-watch. Price, \$3.50.

Veeder Counters are made for every machine that should have one—all the models are shown in the Veeder counter booklet. Write for copy of this 80-page counter cyclopaedia.

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The Disadvantage of Poor Lighting

As thousands of our industrial plants are operating today with poor lighting and in some cases with extremely bad facilities, it would seem that the importance of the subject of lighting has not been given the serious consideration by those responsible for such conditions.

Poor lighting is one of the most serious handicaps under which a manufacturing establishment can operate. First of all, poor lighting is the cause of a large number of accidents in industrial plants; and is it singular that accident reports do not yet properly classify the hazards of poor lighting, which in many cases is the primary cause of an accident attributed to what is really a secondary cause. Safety engineers and other officials who make accident reports should always consider the conditions of the lighting when working up a report of accident causes, for it plays an important part in a great many casualties and it apt to be overlooked. All accidents due to poor lighting are accidents of neglect, and are preventable. The poor lighting accident hazard is clearly chargeable to management and not men. It is a difficult matter to make such progress with Safety First in a plant which has neglected to provide one of the fundamental requirements of accident prevention—good lighting.

Probably no one single factor connected with the equipment of a plant so directly affects the efficiency and inefficiency as the quality and quantity of the lighting. The curtailment of production of all working under the disadvantage of poor lighting represents a big loss each day; the poorer the lighting the less able is the working force to function efficiently. Quality and quantity both suffer, representing a preventable loss wholly removable by improving the lighting.

Under poor lighting conditions, we cannot expect and rarely do we find an orderly, clean factory. Darkened places encourage careless habits and workers are often led to deposit discarded articles or materials which should be deposited elsewhere. The eyesight of those who attempt to use their eyes continually in insufficient light, below nature's demands, is often affected. Too much light, such as is furnished by bright, unprotected lights, is as harmful as too little illumination; both are fundamentally wrong. Nature's own illuminant, daylight, is unequalled for our requirements of lighting.

The eye is best suited to daylight in the proper quantity. Sun glare should be avoided, and in the darkened hours proper artificial illumination provided. Daylight should be utilized to the fullest extent. It is supplied free in abundant quantity for our use. Modern invention has supplied a means whereby the interior of buildings can be lighted by daylight, and all the advantages secured which is furnished by good lighting at the smallest cost.

Industrial buildings should have as much wall space as possible devoted to windows fitted with Factrolite Glass, which insures the maximum amount of daylight and which prevents the direct rays of the sun from passing through as it properly diffuses the light.

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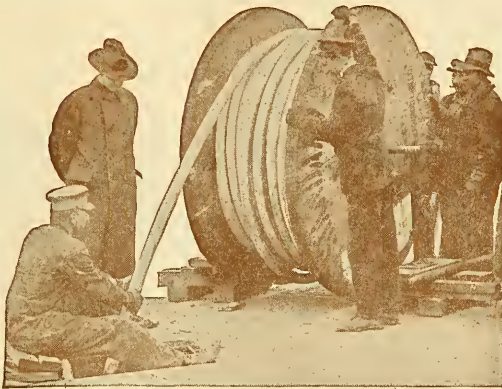
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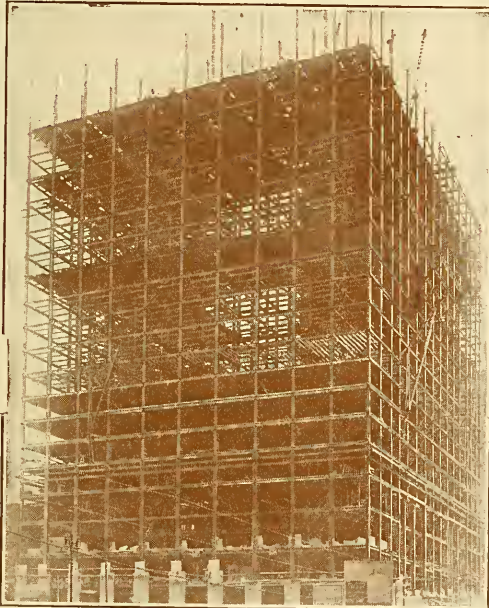


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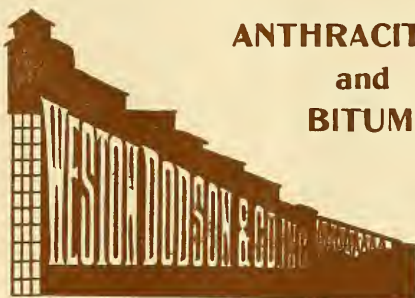
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